

MARKETING SUCCESS MASTERMIND



DIRECTORY OF MASTERMINDERS



Marketing Success
MASTERMIND

Welcome to the HerBusiness Mastermind Directory

Hey there!

Welcome to the HerBusiness Marketing Success Mastermind Directory.

One of the most significant benefits of being a part of the Marketing Success Mastermind is the relationships that you'll build with other Masterminders.

These relationships are not only great for business (we see collaborations happening all the time), they are ALSO great for creating lasting friendships, accessing resources and tapping into trusted suppliers.

In this directory, you'll find the profiles of the current Mastermind members and learn a bit about their businesses, personalities, their 'bucket list' dreams and even their favourite snacks and cocktails.

Turn to the Table of Contents (page 3) to quickly navigate to the page or Masterminder you're looking for.

Enjoy getting to know your fellow Masterminders.

You are awesome!



Suzi and Michelle

P.S. Got edits?

Email the team at info@herbusiness.com with any changes or updates you'd like to see made.



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KATY ABBOTT

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ABOUT ME

I am a composer, educator and #theartistsmentor.

I write music for the world's orchestras, chamber ensembles and choirs, teach composition at postgraduate level and mentor within the music industry.

I support 'quiet' creatives to build vibrant, joyful artistic careers with impact and meaning, without the burnout. On their terms. I do this through my online programs THRIVE (6 weeks) and CATAPULT: 6-month Artists Mentoring Residency Program.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

I don't do favourites. I'm well travelled and love it all. I've lived in Malaysia and Dubai but my heart is for Europe and Canada.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Write a rock opera.

💡 MY FAVOURITE QUOTE

"In the past jobs were about muscles, now they're about brains, but in future they'll be about the heart." – Minouche Shafik, Director of The London School of Economics

"Playing Big is being more loyal to your dreams than to your fears." – Tara Mohr

💡 MY FAVOURITE SNACK FOOD

Nachos

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Aperol Spritz in summer, Negroni in winter, G&T in Spring, and Wine (pinot) in Autumn!




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NICOLE BALCHIN

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ABOUT ME

My name is Nicole Balchin and I am a financial coach for women over 30 in service based businesses (like coaches, designers and wellness practitioners) who are struggling to make money in their business and charge what they are worth. I deliver an online program called Empower, Profit, Flow which helps them learn and understand their financial numbers and to upgrade their money mindset, empowering them to own their value and ask for money.

FUN FACTS

MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

Thailand - I found this a place where I really connected with myself and felt such a spiritual pull.

SOMETHING ON MY BUCKET LIST I AM YET TO DO

To be honest, I am an adrenaline junkie and quite impulsive so there is a lot on my bucket list and if it's possible, I jump in and do it and if it's not, I let go of it pretty quick. For context, I have a motorbike licence, I have jumped solo out of a plane, I have bungee jumped from 143m.

MY FAVOURITE QUOTE

"When you reach the end of your rope, tie a knot in it and hang on" - Franklin D Roosevelt

MY FAVOURITE SNACK FOOD

Twisties

MY FAVOURITE MOCKTAIL/COCKTAIL

Illusion






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ABOUT ME

At Precise Business Solutions, we help medium to large organisations streamline their operations with our agile ERP software solutions. Our software manages all aspects of the business in one system, optimising productivity and driving growth.

What is ERP? The full name is Enterprise Resource Planning, which still doesn't mean much to many people. I often say it's like Xero software on steroids. You couldn't run a large organisation on Xero software, because it isn't robust enough for the volume of data, and doesn't have the functionality required to run big businesses. That is where ERP software steps in.

Our ERP solutions are particularly well-suited for Manufacturers, Aged and Home Care providers and Wholesale Distributors with a trade counter presence.

FUN FACTS

MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

I love Japan! Have been many times, always to ski.

SOMETHING ON MY BUCKET LIST I AM YET TO DO

I'd like to go to Norway or Sweden and see the Northern Lights.

MY FAVOURITE QUOTE

"Believe you can and you're halfway there" - Theodore Roosevelt

MY FAVOURITE SNACK FOOD

Vege chips

MY FAVOURITE MOCKTAIL/COCKTAIL

Mojito and a classic G&T





SUE BELL
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ABOUT ME

I run the research agency Susan Bell Research. We conduct user, customer and stakeholder research for financial services businesses, not-for-profits and government. Clients come to us when they need direct feedback from users, customers or stakeholders to help them improve or transform their businesses. My promise is that 'we see the story in research data; and it is the story that leads to insight'.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

The New Forest in the south of England. It's near where I was born and we visited often as children. I would go there now in a heartbeat. It has a unique smell that makes me relax instantly. Lovely memories of the freedom of childhood.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Venice! And then Vienna.

💡 MY FAVOURITE QUOTE

That's a tricky one. I am an English Lit graduate who loves poetry so there are many. But OK I will wear a business hat and quote Seth Godin: *"People like us do things like this"*. I have this on my wall. It is relevant to every single research project I work on.

💡 MY FAVOURITE SNACK FOOD

I am not really a snacker sorry!

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

G and T if favourite means 'drink often'! If favourite means 'yum' I'd not go past a Daiquiri.



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KRISTY-LEE BILLETT

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ABOUT ME

I help business owners (and their managers) who employ staff, but aren't large enough to need an internal HR Manager with all things HR for their business. I work with them to overcome and avoid staffing stress and headaches by putting in place policies and processes to protect their business, and help them build motivated and engaged teams that drive business performance. I do this through 1:1 consultancy, delivered virtually, and through my People Powered HR online membership.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

Penang, Malaysia

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

A European travel adventure.

💡 MY FAVOURITE QUOTE

"If failure is not an option, then neither is success." – Seth Godin

💡 MY FAVOURITE SNACK FOOD

Anything savoury, cheese & biscuits and almonds

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Caprioska



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TRACEY BODE ZYTEQ



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ABOUT ME

At ZYTEQ we help people with disabilities do awesome things with technology to achieve their goals. We do this through our zyTEQ READY program where we guide the client and their circle through device selection and then purchase and implementation.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

Wow...almost impossible to pick one. I'd probably settle with a cute English fishing village Mousehole. (pronounced /Ààma äz...ôl/).

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Cross country skiing

💡 MY FAVOURITE QUOTE

Charlie Brown: *We only live once Snoopy.*
Snoopy: *Wrong! We only die once. We live every day!*

💡 MY FAVOURITE SNACK FOOD

Cashews

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Buck's Fizz



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JACKIE CAMPBELL

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My Social Networks:

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ABOUT ME

My Big Hairy Audacious Goal: One million people sharing their knowledge so they can stand out as an expert in their field and create opportunities for others, scale their business, leave a legacy, and facilitate positive change. If we all share what we know and support others to do the same, imagine the phenomenal and seemingly impossible thing we could achieve.

(Business Avatar) Connection Statement: I help small and micro business owners who are struggling to talk about what they do to confidently step out from behind their logo and become the voice of their business. In a workshop environment, they learn how to tap into their personal and business stories and craft these into a brand they are proud of so they can engage, inspire, and influence without feeling salesy or like they are showing their knickers.

In the very near future, I will have a series of online courses and a membership under the branding 'Be the Voice, Not an Echo'.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

Uros Islands, Lake Titicaca, Peru.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Hold a public exhibition of my photos.

💡 MY FAVOURITE QUOTE

"Don't believe what your eyes are telling you. All they show is limitation. Look with your understanding. Find out what you already know and you will see the way to fly." - Richard Bach, Jonathan Livingston Seagull

"If you don't turn your life into a story, you just become a part of someone else's story." - Terry Pratchett, The Amazing Maurice and His Educated Rodents

💡 MY FAVOURITE SNACK FOOD

Mashed potato sandwich made with super fresh bread and lots and lots of cracked pepper.

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Pisco Sour



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ANGELA COUNSEL

Angela Counsel



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ABOUT ME

I am a Naturopath and Kinesiologist and I support women who are struggling with the changes that happen to their body in menopause to embrace what is happening and to take control of their health so that they can thrive in menopause. I do this via my embrace Program which is Australia's leading personalised health and lifestyle program for women moving through menopause.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

I just spent four days hiking the Scenic Rim in Qld. That was pretty amazing. Also, completing the 3 Capes track in Tasmania was great. I love being anywhere in nature.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Tour du Mt Blanc. I was supposed to do this 12-day hike around Mt Blanc in Europe last year but it was cancelled due to a certain virus. It is still on my bucket list to complete this hike one day.

💡 MY FAVOURITE QUOTE

"Every action that you take is a vote for the type of person that you want to become" - James Clear (Atomic Habits)

💡 MY FAVOURITE SNACK FOOD

None

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

I don't really drink either when I am socialising I am more likely to have a glass of sparkling mineral water than anything else



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AMANDA CULLEN

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ABOUT ME

Michelle French & Associates (mfa) is a boutique private practice that has been delivering medicolegal and occupational therapy services since being founded by Michelle French in 1994. Today we have a skilled team supporting our in-house clinicians and our expert consultants. Team MFA, provides mentoring, education, supervision, executive support, administration, communications, QA, editing and costing services.

MFA's clinical work is with children and adults who have experienced illness or injury that has been catastrophic and life changing to the person and their families. Our medicolegal experts are hand-picked professionals in their own private practices who share our commitment to the assessment of catastrophically injured people, and the provision of expert opinion to the legal system.

MFA have utilised almost 30 years of experience to develop strategies and processes that ensure that our clinical work, and our medicolegal assessments, are thorough and address the functional impact of the disability on the person's life. Our reports are clear, core and concise, and our reputation in the legal system is exemplary. We are keenly interested in improving rural and remote service delivery, and in promoting the role of allied health professionals in informing the court. In both endeavours, we seek to demystify and solve the complex.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

The Venice Biennale, Felix Restaurant at the Peninsula in Hong Kong, the inside passage, Alaska, a Rodeo in Sun Valley Idaho on the 4th July and Ningaloo Reef, Western Australia.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Retire (only joking - sort of). Visit my roots in Glasgow.

💡 MY FAVOURITE QUOTE

"For a' that, an' a' that, It's coming yet for a' that, That Man to Man, the world o'er, Shall brothers be for a' that." - A man's a man for all that - Robbie Burns

💡 MY FAVOURITE SNACK FOOD

D'affonois Cheese

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Hendricks Gin Martini (even though experts say Hendricks should not be used in a Martini).



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LOUISE DAVIS

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ABOUT ME

I help HR Managers in organisations of 200+ employees develop succession ready leaders. I do this by helping their managers transition into leadership through my Manager to Leader Method™ Masterclass which I deliver virtually and face to face.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

Ooh - this is super tricky. Okay so: Lisbon, Portugal is a standout for me, and where I spent time as a kid and continue to visit with my family is the Flinders Ranges in South Australia.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

So many things...

- Machu Picchu is my unfinished Year 7 project
- Greek Islands
- Train adventures across Europe, Canada - and The Ghan here in Australia

💡 MY FAVOURITE QUOTE

"The hardest step she ever took was to blindly trust in who she was." – Atticus
And the commitment poem!

💡 MY FAVOURITE SNACK FOOD

Dark chocolate almonds

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

I haven't had a mocktail/cocktail in so long I can't remember what they're called! Anything with vodka or gin and fresh lime!





LINDA DIGGLE

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My Social Networks:

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ABOUT ME

I work with business owners who have a deep knowledge of expertise on their subject matter and would like to share or monetise that knowledge in the form of a book.

They generally have a knowledge gap in the self-publishing process, and the value in their business comes from somewhere else; not learning how to publish their book.

So even if they could learn the process themselves, it is not the best use of their time.

With my understanding of marketing, and how to bring all the pieces together, I help them to self-publish their book in a way that they maintain control over the whole process – and ultimately all rights and control over the finished asset.

I work one on one with my clients, and deliver the service virtually.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

Istanbul - rich in culture, beautiful people, a kaleidoscope of sights and smells, both peaceful and chaotic all at once.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Live in NYC.

💡 MY FAVOURITE QUOTE

"Don't be intimidated by what you don't know. That can be your greatest strength and ensure that you do things differently from everyone else." – Sara Blakely

💡 MY FAVOURITE SNACK FOOD

Mango

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Pina colada - never goes out of style!



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GILLIAN ERSKINE

Forte School of Music / Piano Teaching Success



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[Podcast](#)

[Other](#)

ABOUT ME

We help piano teachers attract, keep and teach more students using our signature Whole Body Learning approach, support and resources. We do this through our courses, TV show and membership program.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

Paris

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Antarctica

💡 MY FAVOURITE QUOTE

Business

"Tell me and I forget. Teach me and I remember. Involve me and I learn." -Benjamin Franklin

General

"There is only one happiness in this life, to love and be loved."

💡 MY FAVOURITE SNACK FOOD

Chocolate

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Strawberry Daiquiri



Marketing Success
MASTERMIND

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ABOUT ME

I help property owners to demystify the legal complexities of apartment living, with guidance, tools and resources inside my online membership community, "Your Strata Property".

I am a property lawyer, by profession ;-).

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

San Francisco

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Visit Japan

💡 MY FAVOURITE QUOTE

"You're braver than you believe, stronger than you seem, and smarter than you think" - Christopher Robin to Winnie-the-Pooh

💡 MY FAVOURITE SNACK FOOD

Peanut butter. Yep, straight from the jar.

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Margarita!



Marketing Success
MASTERMIND



MICHELLE FRENCH

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ABOUT ME

Michelle French & Associates (mfa) is a boutique private practice that has been delivering medicolegal and occupational therapy services since being founded by Michelle French in 1994. Today we have a skilled team supporting our in-house clinicians and our expert consultants. Team MFA, provides mentoring, education, supervision, executive support, administration, communications, QA, editing and costing services.

MFA's clinical work is with children and adults who have experienced illness or injury that has been catastrophic and life changing to the person and their families. Our medicolegal experts are hand-picked professionals in their own private practices who share our commitment to the assessment of catastrophically injured people, and the provision of expert opinion to the legal system.

MFA have utilised almost 30 years of experience to develop strategies and processes that ensure that our clinical work, and our medicolegal assessments, are thorough and address the functional impact of the disability on the person,Äôs life. Our reports are clear, core and concise, and our reputation in the legal system is exemplary. We are keenly interested in improving rural and remote service delivery, and in promoting the role of allied health professionals in informing the court. In both endeavours, we seek to demystify and solve the complex.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

Alaska - The Seawolf, and Greece, the one place that I can float.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Larapinta Trail

💡 MY FAVOURITE QUOTE

"Take who you are to what you do"

💡 MY FAVOURITE SNACK FOOD

Potato Chips and Milky Bar White Chocolate

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

It would have to be a dry Martini.





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JAYNE GALLAGHER

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ABOUT ME

We work with fishers, farmers and small food businesses to help them find and grow the most profitable markets for their products. We use our Discover, Create, Connect and Learn framework to deliver tailored market research and strategy development consulting services as well as creative and communications design.

FUN FACTS

MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

I have so many favourite places it is hard to pick one so I am going to say planet earth just because I haven't seen the other planets.

SOMETHING ON MY BUCKET LIST I AM YET TO DO

Space travel.

MY FAVOURITE QUOTE

"Everything that is real was imagined first." - The Velveteen Rabbit

MY FAVOURITE SNACK FOOD

Can't go past a Cadbury Flake (mini).

MY FAVOURITE MOCKTAIL/COCKTAIL

Anything with gin.





CHANTEL GILBERT

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My Social Networks:

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ABOUT ME

I help local families to increase convenience and comfort at home through our guaranteed services including, electrical, air-conditioning and solar.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

Layang-Layang Island, Malaysia

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Swim with Orcas

💡 MY FAVOURITE QUOTE

Everything happens for a reason.

💡 MY FAVOURITE SNACK FOOD

Chocolate almonds

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Any mocktail will do :) .



Marketing Success
MASTERMIND



PETA GREEN

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My Social Networks:

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ABOUT ME

I help women 45+ stay off the slippery slope to be strong, fit, and flexible for everyday life through my award-winning online FITFlex and Fuelled up programs and Ageless Confidence events.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

I cannot really pinpoint my favourite place I've visited in the world as they are all unique and special to me for many reasons. But I will say, there is no place like home.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Ski the Swiss Alps (which I was supposed to do this year).

💡 MY FAVOURITE QUOTE

"Behind every successful woman, is a tribe of other successful women who have her back"

A quote from my up and coming book - Move the Dial.

BECOME AWARE OF YOUR PAST... YOU ARE NOT YOUR PAST, you are the lessons it has taught you. CARE ENOUGH ABOUT YOURSELF, TO CARE ABOUT YOUR FUTURE LIFE AND WHAT IT HOLDS FOR YOU... Take the lessons from the Past and the Care for Your Future to... LOVE YOURSELF EACH AND EVERY MOMENT OF THE DAY!

💡 MY FAVOURITE SNACK FOOD

Will change depending on what I'm feeling like.

💡 MY FAVOURITE MOCKTAIL/COCKTAIL


None.





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ABOUT ME

I help health professionals give their clients more long term relief from pain through a more global view of the body. I run a training company that delivers continued professional development training in person and online.

FUN FACTS

MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

I have visited many places in the world as I love to travel, but my favourite city is Edinburgh.

SOMETHING ON MY BUCKET LIST I AM YET TO DO

Write a book

MY FAVOURITE QUOTE

"Tell me, what is it you plan to do with your one wild and precious life?" - Mary Oliver

MY FAVOURITE SNACK FOOD

Chocolate

MY FAVOURITE MOCKTAIL/COCKTAIL

Dark & Stormy





BERNADETTE JANSON

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ABOUT ME

I help women profit from their passion for beautiful homes so that they can transform their income and their life with renovating and airbnb through my online program (The 100k Renovation System), coaching and community.

Most of the women we help renovate to either replace the income from a boring or toxic job, improve their retirement savings, improve the value and yield of investment properties or just have more money and more join in their life.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

Paris

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Do a TED talk.

💡 MY FAVOURITE QUOTE

"The future belongs to those who believe in the beauty of their dreams." - Eleanor Roosevelt

💡 MY FAVOURITE SNACK FOOD

Bananas

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Daiquiri



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TASHA JENNINGS

Tasha Jennings - Fertility Naturopath



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My Social Networks:

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[Podcast](#)

ABOUT ME

I'm a Fertility Naturopath, I help proactive women and couples improve their fertility wellbeing to create healthy pregnancies and healthy babies through my Your Fertile Pantry program, my private online consultations and my Zycia Natal Nutrients premium prenatal multivitamin.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

I love travelling! Travelled a lot as a 20-something backpacker then with my husband and later with our kids. But the one place I love more than any in the world is our beach home in Aireys Inlet on the Great Ocean Road. I love having the beach and the mountains either side of us and feeling totally immersed in nature.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

I'm looking forward to doing Europe with our kids (hopefully one day COVID will allow someday!)

💡 MY FAVOURITE QUOTE

I'm a health nerd. I love Hippocrates and all he stood for, although there's a little contention as to whether these were his exact words, I love *"It is more important to know what sort of person has a disease than to know what sort of disease a person has"*.

💡 MY FAVOURITE SNACK FOOD

I love walnuts! Buy them by the kilo.

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Cocktails aren't really my style but I love a nice crisp white wine. Chablis is my fave!



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HELEN JOHNSTON
Honey and Fox



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My Social Networks:

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ABOUT ME

We work with fishers, farmers and small food businesses to help them find and grow profitable markets. Together we discover who their customer is and how to connect with them through smart, strategic and creative communications.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

Raja Ampat, West Papua

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Artist residency on a remote island.

💡 MY FAVOURITE QUOTE

Think left and think right and think low and think high. Oh, the thinks you can think up if only you try! - Dr. Seuss

💡 MY FAVOURITE SNACK FOOD

Cheese

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Martini



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FIONA KEARY

Style Liberation



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ABOUT ME

I'm Fiona Keary, founder of Style Liberation. We work with women 35+ to create a wardrobe full of outfits they love through our 1:1 consultations, group workshops, online program The Style Transformation and our membership, The Super Stylers.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

Croatia - the architecture, sea, food, vibe - loved it.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

More travel, can't pick just one spot - too many.

💡 MY FAVOURITE QUOTE

"My mission in life is not merely to survive but to thrive and to do so with some passion, some compassion, some humour and some style." - Maya Angelou

💡 MY FAVOURITE SNACK FOOD

Jelly beans

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Mohito




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LOUISE LUCAS
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ABOUT ME

We are mortgage brokers who assist first home buyers and investors buy property by helping them get loans and provide online education to help them do so confidently.

FUN FACTS

MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

London

SOMETHING ON MY BUCKET LIST I AM YET TO DO

Travel to Israel, Egypt and Jordan.

MY FAVOURITE QUOTE

Be kind - everyone has a story - even you!

MY FAVOURITE SNACK FOOD

well der - Chocolate!

MY FAVOURITE MOCKTAIL/COCKTAIL

Gin-based.






FRIEDA MAHER
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ABOUT ME

SalesPod helps the leaders of medium sized businesses to clear away the obstacles for growth by Taming their Tech through independent consulting that helps them make great technology choices.

FUN FACTS

MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

The Fish River Canyon in Namibia.

SOMETHING ON MY BUCKET LIST I AM YET TO DO

Visit Machu Picchu.

MY FAVOURITE QUOTE

No plan survives contact with the enemy paraphrased from von Moltke the Elder

MY FAVOURITE SNACK FOOD

Salt and Vinegar chips

MY FAVOURITE MOCKTAIL/COCKTAIL

Mango daiquiri





KYLIE MARKS

Strong and Steady Canines



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ABOUT ME

Hi I'm Kylie. Many dogs (80%) that are over the age of eight have arthritis which increases pain and limits their mobility. I provide online consults with home-based exercise programs to build strong and help support arthritic joints, so elderly dogs can move better with less pain, and ultimately enjoy many more adventures with their human!

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

Old Town, Rhodes, Greece

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Don't have one

💡 MY FAVOURITE QUOTE

"If you don't find a way to make money while you sleep you will work till you die." – Warren Buffett

💡 MY FAVOURITE SNACK FOOD

Twisties

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Mojito



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JULIE MASTERS

Influence Nation

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[Podcast](#)

ABOUT ME

I work with Founders, CEOs and exec teams to build their profile as an authority in their market place, solving the problem of having their expertise be undiscovered and lost in the noise of a digital world. I do this via consulting, training and keynote presentations.

FUN FACTS

MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

Too many! I'd have to say Granada, Spain.

SOMETHING ON MY BUCKET LIST I AM YET TO DO

Eat 'the real deal' sushi in Japan

MY FAVOURITE QUOTE

"The right message, at the right time, when delivered authentically - has the power to change everything."

MY FAVOURITE SNACK FOOD

Sweet chilli and sour cream crisps - oh and anything with humous

MY FAVOURITE MOCKTAIL/COCKTAIL

Negroni





CAT MATSON

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ABOUT ME

I teach change makers and leaders who lose their words and shake with nerves at the thought of speaking in public, or get so excited about their topic that they ramble and drown their audience in information, how to speak with confidence, authenticity and impact EVERY single time; in meetings, on stage, to small groups and large audiences and on video. I do this through my online Impactful Presenters programs.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

Austin, Texas. Yes, I've been there five times for SxSW (thank you Suzi for insisting I go) and I love the festival, but I also love the vibe of Austin. My kind of mix of hippy, country, BBQ, bars, honky tonk and live music! Gosh I can't wait to go back.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Travel to New York and Italy. Currently aiming to do New York ... or maybe a cute town in Italy, for my 50th.

💡 MY FAVOURITE QUOTE

"Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has." — Margaret Mead

💡 MY FAVOURITE SNACK FOOD

Charcuterie boards or, corn chips and guacamole

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Vodka martini. Dirty and wet.



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TRACEY MCLACHLAN

Davis Ogilvie (Aoraki)



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My Social Networks:

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ABOUT ME

My name is Tracey McLachlan and I support my husband in our business called Davis Ogilvie (Aoraki) Ltd. We are based in the South Island of NZ and are a land, infrastructure and subdivision development consultancy.

At Davis Ogilvie, we provide property developers, Councils, landowners and businesses with a complete range of civil engineering, surveying and development planning services under one roof. This means we can fully maximise the potential of a project so our clients can add value, free up capital or better utilise their land. We do this through 1-1 consultations and tailoring our services to suit.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

So many favourite places! If I had to choose one I would say Croatia.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

To hike the Routeburn and Milford Tracks in NZ.

💡 MY FAVOURITE QUOTE

"Ordinary things consistently done produce extraordinary results" - Keith Cunningham

💡 MY FAVOURITE SNACK FOOD

Crisps

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Mojito



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SHANDRA MORAN

The Transit Lounge



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ABOUT ME

I work with women who have had a great career and now want to start their own solo business. I help them to do that through Private Coaching and my online coaching and Implementation group called Women in Transit - the path to being your own boss.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

I can't just choose one favourite place!!!! I loved San Sebastian, but also love Koh Samui...

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

💡 MY FAVOURITE QUOTE

"The bad news is, time flies... the good news is - you're the pilot." – Michael Altshuler

💡 MY FAVOURITE SNACK FOOD

This varies but Gluten-free Twisties have been a recent fav.... or a tamari nut mix.

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

If it's an AFD [Alcohol free day] then it's Ginger and Lemon Kombucha.

If it's a drinking boots on then a Campari and soda or Aperol Spritz !



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KAREN PARISH

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ABOUT ME

We create beautiful websites for business owners and organisations who are overwhelmed by today's technology and need someone who really understands their online needs.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

- Fez Medina, Morocco
- Iceland to see the Northern Lights
- Palace of Versailles, France (and Paris of course)
- Alhambra Palace, Granada, Spain
- St Peters, Rome
- Uluru, Australia
- Toledo, Spain
- Florence, Rome, Tuscany and Pompeii, Italy
- Oxford, London and Bath, England
- New Caledonia South Island of New Zealand
- Strahan and the Franklin River, Tasmania

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Visit my daughter who is living at Althorp Estate.
Visit the top of Scotland to see where my ancestors came from before emigrating to Australia.
Mount an exhibition of India's photography.
Spend more time on creating my own art.

💡 MY FAVOURITE QUOTE

"I think a hero is any person really intent on making this a better place for all people" Maya Angelou
"Never think that what you have to offer is insignificant. There will always be someone out there that needs what you have to give."
"Surround yourself with only people who are going to lift you higher." Oprah Winfrey

💡 MY FAVOURITE SNACK FOOD

A good quality cheese board.

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Cosmopolitan or Strawberry Daiquiri.



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SEONA ROBERTS

Honouring M.E.



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My Social Networks:

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ABOUT ME

My business is Honouring M.E. crochet. I help women crocheters improve their crochet skills with my easy-to-follow patterns, tutorials and the Hooked on Crochet Club.

My main focus is my Hooked on Crochet Club which is an online membership delivering crochet projects and tutorials.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

Copenhagen. Love the architecture.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

I don't have a bucket list.

💡 MY FAVOURITE QUOTE

"Fall down seven times, stand up eight."

💡 MY FAVOURITE SNACK FOOD

Love dips!

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Don't really drink them. I love a sparkling shiraz. I will drink a mojito if cocktails are the only option.



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My Social Networks:

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ABOUT ME

I help overwhelmed business people and committee members learn how to write great grant applications which get into the 'yes pile'. I do that through my step-by-step courses, the Grant Writing Academy community, and do-it-for you services.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

I had a wonderful week in Akaroa in New Zealand just recently. It's laid back, picturesque, not too big... I need to do some more travelling before I can pick my 'very special place'.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Sit outside a café in a cobbled street in Paris and sip on a coffee.

💡 MY FAVOURITE QUOTE

"There is no box. (In relation to everyone always saying to "think outside the box".)"

💡 MY FAVOURITE SNACK FOOD

When I want to pig-out: plain salted chips. When I want to be a bit fancier: it would have some chocolate involved.

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

French Martini for sure!



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YVONNE SHEPHERD

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ABOUT ME

We encourage women to become stronger for life through fitness, adventure and social connection through our online and in person fitness training and adventures in Australia and around the world.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

It's the Bungle Bungles in Purnululu National Park WA. Going deep into the "fingers" of the beehives and camping and not seeing anyone for days - just exploring.

Followed closely by the Cinque Terre in Italy.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Go to Iceland.

Learn the Ukelele.

💡 MY FAVOURITE QUOTE

"Take vacations, go as many places as you can. You can always make money. You can't always make memories."

💡 MY FAVOURITE SNACK FOOD

I love pineapple, Violet Crumble, date scones and a good carrot cake.

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Aperol Spritz



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ANGE SINCLAIR

Digestive Detective



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My Social Networks:

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ABOUT ME

As a naturopath, I help women purge the pain, beat the bloat and get to the root cause of your digestive issues. I educate and empower them to become their own Digestive Detective through one-on-one consultations.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

This is like asking your favourite child! Stand outs for me are Spain, Italy, Vietnam, French Pyrenees and New Zealand.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

I'd love to walk the Pacific Crest Trail (4265 km).

💡 MY FAVOURITE QUOTE

"Everything will be okay in the end and if it's not okay it's not the end"
"There is no traffic on the extra mile!"

💡 MY FAVOURITE SNACK FOOD

Date filled with peanut butter or a bag of crunchy potato chips.

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Nude Mojito



Marketing Success
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JULIA WATTS

Sample Room



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ABOUT ME

Sample Room is a fashion and textile product development house and manufacturer helping fashion labels, both established and start up with the pattern making, sample making, grading and product development and manufacturing of their product.

For those looking to start a fashion label, with no prior knowledge or experience we support and teach them about the ins and outs of developing and launching a fashion label through our online mentoring program the Fashion Label Launchpad combined with our full in-house Australian made end-to-end design, development and manufacturing service.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

Norway, the Fjords, mountains and people. A beautiful country.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

Hot air ballooning. Although I'll have to find a height-friendly friend as my husband is not one for heights.

💡 MY FAVOURITE QUOTE

"We ask ourselves, Who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you not to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do." – Marianne Williamson

💡 MY FAVOURITE SNACK FOOD

Chocolate, it calls my name from the cupboard.

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Mango daiquiri. Or Gin and Tonic with a small batch hipster gin.



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VIRGINIA WELLS

WellSorted - Professional Organiser



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ABOUT ME

I'm Virginia from WellSorted-Professional Organiser. I help women who are feeling stressed and overwhelmed by the clutter in their homes and by their schedule, to feel organised and in control, with my hands-on and virtual sessions.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

I absolutely love Barcelona - such colour, Gaudi architecture and uniqueness. I'm also a massive fan of Hawaii. Soul-connecting place, stunning green views and a calming feel. I hope to be able to visit both again.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

I'm a bit boring in this regard... I would like to travel again, back to Hawaii and to Europe. Otherwise, I'm really just working on being present in the moment, any moment and enjoying the little things. I don't really have any crazy things on my bucket list like sky-diving or anything. Just enjoying life in general. Or they're so tiny they don't seem worth mentioning – like browsing the local 2nd hand shops for treasures with a friend, finding a local swimming hole and holidaying at local places that are nice and green and rejuvenating.

💡 MY FAVOURITE QUOTE

"Anything that can be imagined can be done." - Anne Rice

"Clutter is anything getting in the way of you living the life you want to lead." - Peter Walsh.

💡 MY FAVOURITE SNACK FOOD

Chocolate, not white chocolate though, that's not really chocolate.

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

I don't drink much, but if I were to have one – something fruity. No favourites, I just like to try what's out there.



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ANNE MAREE WILSHIRE

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ABOUT ME

I help women speakers and business owners who want to grow their influence by speaking confidently online and in person to be a voice people want to hear by honing their voice, message and intention together into a congruent package and presenting with authority and authenticity. I do this through workshops and individual coaching online and face-to-face and The Vibrant Voices Studio Membership.

FUN FACTS

💡 MY FAVOURITE PLACE I'VE VISITED IN THE WORLD

Paris and the south of France: for it's sensibility and style.

India: for its colour, people and immersive meditation and yoga intensives and Panchakarma health retreats.

Venice, Italy and south coast of Ireland: for creative inspiration. I love to write there.

💡 SOMETHING ON MY BUCKET LIST I AM YET TO DO

See the northern lights. Visit Petra.

💡 MY FAVOURITE QUOTE

"I had to let go of perfection in order to find expression." – Pablo Casals

💡 MY FAVOURITE SNACK FOOD

Can't go past a great cheese and quality biscuits (but need to go past them more often than I do.)

💡 MY FAVOURITE MOCKTAIL/COCKTAIL

Mailer McGuire French Earl Grey Kombucha- yummm!!!



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