

1. Tell us about your business

Brisbane Naturopath offering a range of natural therapies with a difference. Conditions I can help you with are as diverse as concerns revolving around skin health, incl. eczema, psoriasis or dry skin, to providing natural remedies for stress relief, natural supplements for reducing anxiety, to freeing you of addictions. Digestive health problems, such as constipation or diarrhoea (irritable bowel syndrome) are often an underlying reason for fatigue and low vitality. So come and talk to me about these sticky matters - I can help you. To meet me obligation free, why not come to one of my free talks & presentations on Healthy Eating. These talks are held once a month in the community - see website for dates or phone me to enquire about the best natural health solution for you. Best wishes, Gabriela - Your Naturopath in Brisbane

2. When and why did you start your business?

I set out in 2007 to create a beautiful space - my clinic - that would be conducive to my clients' healing. In my line of business, I felt it important to give clients not only the medicinal and coaching support to empower them on their healing journey through life but also, to create the kind of environment that would allow them to let go and become open to reflect on their path travelled so far. Given our current lifestyle of perpetual busyness, having an opportunity to relax and be given the time and attention to voice personal concerns is a luxury my clients are very grateful for.

3. On a personal level, what have you achieved with your business?

Initially, when I started out in my healing business, I rightfully thought, as a degree-qualified naturopath, I'd be able to teach my clients a lot about a healthy diet and lifestyle. I was humbled to understand a bit further down the track that it was I who was learning from my clients at the rate of knots.... I've learned that doing business is a two-way, reciprocal process where both partners engage and benefit mutually, whether it be the healing sector or any other industry.

4. What are some of the challenges you've faced in growing your business?

My biggest challenge was and still is the marketing aspects of the business. Again I've learned a lot from past mistakes, money squandered and opportunities missed. Identifying where my strengths lie has helped in many ways to improve my effectiveness in this area as well.

5. What activities have been successful in promoting your business?

Online promotion would have to be the most successful marketing tool I've used so far. It wasn't until 18 months into the business that I launched my own website! Getting out there to meet the public is another, albeit personal energy taxing activity that works well.

6. What activities were less successful for marketing your business?

Traditional print media advertising has been the least successful way to market my particular business.

7. Name your favourite thing about your business

I love seeing positive change in people. In short, I love my work!

8. Who or what other businesses or business people inspire you?

Anita Roddick, founder of The Body Shop, and J.K. Rowling, author of the Harry Potter series.

9. What are your plans for the future of your business?

My goal is to work more intensively on fewer days of the week and to use my days off to creatively recharge my batteries.

10. Share your best business tip with our readers.

Put a smile on your face, give people a hug.