

THE **small** BUSINESS BIG **MARKETING** *show*

**INSANELY EFFECTIVE
MARKETING**

Episode #465

**This world-first
healthcare membership
model puts an end to
charging by the hour**



www.SmallBusinessBigMarketing.com

Katherine Maslen Interview Transcription

Tim

Katherine Maslen welcome finally to the small business big marketing show.

Katherine

Thank you so much for having me.

Tim

Awesome. A fellow podcaster. Now I want to start off by asking why did you become a naturopath in the first place. Cause sounds like a pretty interesting story to me.

Katherine

Okay I'll give you the condensed version so we're not here all day but long story short when I was quite young I was in a home with domestic violence so there's a lot of turbulence there. A lot of stuff going on for me. I ended up addicted to heroin when I was 15 years old so I started jumping with that early in the show. But 15 year old I was living on the streets of Melbourne and I was very fortunate because I had one of my best friends was moving to North Queensland so far north Queensland Daintree rainforest and said Would you like to come with us. I was really lucky. My mother let me go and as a result of that I was kind of up by myself at the age of 15 years old. I met a family up there and one of the women in the family was called Jenny and she became like a second mum to me. So as you can imagine you're 15 16 no family like it was really nice to have that support network. The thing with Jenny was that she had a condition called lupus. So Lupus is a systemic disease it's an autoimmune disease and it was the first time that I'd ever observed anybody that was really sick like properly sick so Jenny was in a lot of pain. She had a medication cabinet that just grew and grew as her condition worsened and it just made me think like there's got to be a better way and I guess that really just ignited that spark in me. I then came across a book on herbal medicine.

Tim

Are you still addicted to heroin at this stage?

Katherine

No. I got out of that when I was 15 and I moved here and so moving to the Daintree Rainforest saved my life in a way and definitely changed my life in a really big way. So by then living in the rainforest not addicted to heroin. And yeah Jenny just got sicker and sicker. Got more and more medications but nothing really seemed to work. So eventually I ventured off down to Brisbane went and studied my naturopathy degree so I enrolled in a bachelor of Western herbal medicine and a Bachelor of naturopathy. And halfway through my degree unfortunately I got a phone call from Jenny's daughter and Jenny had passed away. So it was a really hard time. Jenny is the first and only person really that I've been really close to that's passed away. But I guess it really strengthened my resolve to go. This is a bit shit and we can do better for people and I guess I've been on that mission ever since.

Tim

Do you tell that story is part of the marketing of your business? I know you tell it in your podcast which we'll touch on later but is that a story that you tell us as your why?

Katherine

I do. I guess I've only begun really telling it maybe the last few years and I think the reason for that is I still have a lot of healing to do around my past and my history and I think once I went through that and did that healing I guess which is part of my story and my whys as well that I know that people can make really big shifts in their life and I know because I've been there. So yeah I do tell it because I think that people need to know your story and where you come from and not just thing that you get from A to B and there's nothing in between.

Tim

Totally and it gets people leaning in and makes you different to the naturopath down the road who's not telling that story and this is I used my degree and that's why I'm a naturopath. So people buying into it. So you graduate as a naturopath you I guess work for someone else for a period of time and then start your own business?

Katherine

So I graduated I started a little clinic underneath my house like in a house that I was renting. And then from there I went into a couple of different multi modality clinics and I was you know with chiropractors and psychologists but I thought Oh there's just something a little bit missing here. And I guess one of the big things for me was with my journey there was a lot of emotional wellness work so a lot of healing from trauma and all of that and all of the practices that I work in really miss that and I also felt that although we had a bunch of people working in rooms in the same building there wasn't really the level of collaboration. So I wanted to start Brisbane natural health which is the first business. Looking at it how do we actually co manage these patients through this. Not just a heap of pracky sharing rooms but how do we actually properly comanage they.

Tim

Pracky?

Katherine

Practitioners industry lingo for you there. And that's how we've come about. And I guess it's evolved over the years in that we comanage patients in a traditional way then we began to offer packages and the packages were basically a group of sessions that were over a certain period of time to manage people a bit more specifically. And now we've only do memberships so buy memberships I mean people pay a set weekly fee they go on a journey with us and they get whatever they need in that process.

Tim

I want to really dig down to that because that's quite probably groundbreaking in your industry in fact probably many service industries I was actually talking to my chiropractic yesterday about this because I was like you really want me to come for two years and pay 55 bucks an adjustment every two times a week. Well I know someone who's offering a membership model. I'll tell you more about it next week I want to go there but before we discuss memberships Katherine what were those early years like as establishing the business and getting your name out there and finding a point of difference?

Katherine

Exciting. Traumatizing. I didn't know what I was doing essentially. I was kind of like just jumping off a cliff and building the plane on the way down for me. I think I'm a natural marketer like I think in another world I could be a marketer so marketing and all of that stuff I was really good with I'm a good writer. So I got the web sites up really early and that was one of our main areas of success was getting the Web sites and SEO right really early in the game when not a lot of people were really into that kind of thing but it was difficult and challenging but it exciting all the same.

Tim

And now how many years in?

Katherine

Eight years.

Tim

What's the clinic look like?

Katherine

Totally different totally.

Tim

Not underneath your house anymore Im guessing.

Katherine

It's not underneath my house anymore. We've actually moved premises a few years back so we've now got a team of 15 people. 15 people humans to manage. We're multi modality. Were Australia's and as far as we know the world's only natural health membership based clinic. And we've just expanded into regional Queensland so we're doing some work up in Rockhampton and the Capricorn Coast around that area and we've just launched our virtual membership so fully virtual worldwide.

Tim

You've just in the last ten minutes since we've been talking described a heroin addiction at the age of 15. A very close friend who passed away you having a realization that there's

gonna be a better away. Going starting naturopathy and now having a business that's employing 15. How does it make you feel?

Katherine

Good. It's funny because I reflect on this a lot.

Tim

Do you celebrate it?

Katherine

I do. I guess at the moment for us we're in a bit of a transition period like we've just rebranded our business. I've just launched the podcast like there's a lot of new things coming and happening and I guess I'm really big for celebrating success. So I mean it hasn't just been go go go. But there's also been a lot of challenges and I feel like at the moment I'm like a butterfly that's about to break out of the cocoon and it freaking hurts and it's uncomfortable but I know that there's gonna be really good things to come out of this and I can see that happening already.

Tim

Wheres the discomfort coming from?

Katherine

You know when you're growing into a new version of yourself like it's just a bit uncomfortable. I guess even having a team of 15 and staff it's amazing we've got an amazing practice and we've got a great culture we've built all of this and not just me like myself and our team we built this together but what we're creating now is very next level. This podcast project that I did took me outside of my comfort zone. Meeting people and interviewing people and starting podcasting which is new for me as well.

Tim

Me too.

Katherine

Yeah. Quite. Definitely don't have the fancy set up we've got going on here and I think it's just that when it's almost the imposter syndrome I guess am I good enough and you swing between it this is amazing oh my god can I ever make it and there's this whole rhetoric and process that goes on with that and I honour that and I acknowledge it, I'm like Okay that's fine I think we all get a little bit of that it's just being able to move through it.

Tim

Let's all get it there's some who people who just have this unbelievable sense of self-confidence I'm not sure how deep it is but it gets them through broad. I'm trying to think who I spoke about the imposter syndrome with a few weeks ago really powerful and very damaging if you don't acknowledge it if you don't know it exists and I did a bit of

investigation and this Hollywood A listers who have got Imposter Syndrome like it's not just for the small business owner trying to have a crack and break out of the comfort zone.

Katherine

It is I think it's something that all of us get on some level from time to time and it depends on what level you going to let that self talk drive the machine. But to me it's just self talk like oh it's just the resistance I've just got to meet that resistance and go Okay let's find we just got to move through it.

Tim

Put your finger on a moment of acceleration or two where your business has gone from zero to hero where you've just done something.

Katherine

Yeah it's some culture for us. So we where we move premises we moved into a place that's two and a half times the size we weren't quite ready for it but it was in the same building and it's a good opportunity and we wanted the space to be able to create workshops and community not just a place where someone's popping in and out. And at the time there was a lot of turbulence around our team and when we were creating programs a lot of resistance with that and what I came to realize was that I wasn't really clear on my why and what we were doing. So I kind of went into the business I knew it deep down inside but you just do your thing and you build the staff and then everyone's like Oh well where are we actually headed with this. So once we started to expand and really get clear on that we had a lot of people drop away which is kind of normal natural process but then the amazing thing is that over the years once I've clarified that and got really clear on that why we're doing our values and our vision and our mission is that since then our team has just got better and better and they come in and they get us. So we don't have that resistance of them six or 12 months later leaving trying to take patients with them like doing all of that process I guess. We've created this place where everyone is an equal one of the ways in which we do that business wise is because of our membership all of our practitioners are employed and that's very very rare in the natural health industry. Most people are contractors. So when you're a contractor no matter how much you might not think you're always sort of in it for you in a way there's that fear around my patient your patient I don't want to refer them because I'm quiet this week we wanted to eliminate all of that and by doing that there's none of that fear around. Am I going to get paid this week or can I work with this person so everybody works together really well. So since we changed our culture that's when things in business really began to take off.

Tim

Now you've moved from charging by the hour to a membership model. Unheard of in your industry. Unheard of in many service based industries. It seems really scary. It sounds like you would put off a whole lot of existing customers. Frighten a whole lot of prospects and in the meanwhile make a whole lot less money. Your smile says to me that's not what happened but.

Katherine

You're psychic.

Tim

What's a membership model look like in a service based business?

Katherine

Okay so when I started the membership I was like this is fantastic. Everyone's gonna do this. Everyone's going to copy this and then once I got about 12 months into I'm like oh there's a lot more to this than would meet the eye because when you're servicing someone session to session it's easy. So you market them your marketing site to a condition or whatever they're searching you they're searching naturopath Brisbane they're finding us they're coming in and all you have to sell them is the next session and you might map out the journey. I think it's going to take time etcetera but to them all they need to commit to is the next session and the next session and the next session. The problem with that is that when they only commit in the short term what happens is people will do two or three sessions they'll get themselves out of crisis enough that they can survive and then they just keep surviving. So we made a conscious decision that we really wanted to work with people that wanted to go through that entire process. So the minimum that we work with people is four months and the reason for that is because it takes time to change habits belief systems and really get that healing occurring. We have this big thing that people are on a journey and the journey has ups and downs and when you're on a down it's a roadblock. We all get them. I mean I'm sure you've started a whole thing. I'm sure everyone that's listening has started something. It's the finishing that is the key. So with the membership it means that kept accountable we can look at those roadblocks we can pre-empt the roadblocks and when they come up and the patient goes Oh this is going on yes remember we spoke about that it helps to them to push through it but it also means that we get to work with less people deeper rather than sort of dipping in and out here and there.

Tim

Because it's less people. Because there's only a limited amount of memberships.

Katherine

There's a limited amount of memberships and the people that work with us work with us for longer. So we're working with people 6 12 24 months rather than some people that length but then others maybe a month. Others maybe a couple of months. So it means then we have that minimum commitment and they're in it for the long haul and it changes the energy completely so they're halfway through a journey. They're on a membership they're not worrying about how much this costs are going to come up. They're not worrying about that stuff it's all mapped out for them.

Tim

So is it essentially you pay a monthly membership to be part of Brisbane natural health and you have access to all the different practitioners?

Katherine

Yep. So we've got several levels. So at the base level they might only see one practitioner like an acupuncturist or a naturopath.

Tim

And that's a membership?

Katherine

That's a membership.

Tim

Often as you like?

Katherine

No. When we started we did as often as you like.

Tim

Got abused?

Katherine Yeah it's it was really difficult to maintain that and track it profit wise and we didn't do it well and we took a big hit at the start doing that. So I wouldn't suggest doing it that way. Some of our services are unlimited so for instance with our memberships they get unlimited check ins. So check ins are 15 minute phone calls Hey what's going on do you need to touch base. And that's been really successful but for the appointments we find a set structure is a little bit better and we have flexibility within it and sometimes we'll even transition I mean to a different membership they might be half way through naturopathy and actually you really need acupuncture you need to move there so they have different levels.

Tim

So Level one is a modality.

Katherine

Yeah. Level 1 is a modality Level 2 is a modality and just a handful of what we call ancillary appointments. So appointments with other people in the clinic and then the level 3 is I'm really messed up I need a lot of help and I need to see everybody.

Tim

Shouldn't laugh but you said it.

Katherine

Yeah.

Tim

And hello to all Katherine's patients on Level 3 I hope you are doing really well.

Katherine

They are.

Tim

So can you put a price to these. Is there a fixed price for each of these membership levels?

Katherine

Yeah we do. And it depends on the modality but they start from sixty nine dollars a week. You can go right up to about 300 bucks a week.

Tim

And how did you arrive at those prices?

Katherine

Trial and error to begin with but just maths now and it's very different. So we started off calculating on a standard model. OK so this is how much it would cost. This is how much it be per session and we'll just space that out. It doesn't work in a membership model because there's so much more work to do. So we have all of our check ins we have a lot of admin so there's a lot of stuff built around supportive wise. Our members get unlimited workshops in the clinic we run 84 across the year so there's lots of stuff on the outside so it's trying to find that price point where it's affordable for them but we're still making profits but it accounts for some of these extra services as well.

Tim

I imagine then you've put a whole lot of work into the customer with the patient experience so that now they're not just coming into the previous was a transaction. I'm coming in to get some acupuncture heres some money here's the needle See you later. Now I'm a member of something a community and there's a whole experience attached to it.

Katherine

Yeah and that's what I love about it and that's why we're more in the smaller clinic. That's exactly how to describe it is that people come in and they come out it's transactional. So now we have community so we have this beautiful big workshop room that sits in the centre of the clinic and all the rooms around it. They're part of an online community we have events for them that they can come to as well so it's just trying to cultivate that you're not alone on this journey and I think one of the biggest things for people to shift their health and their life is that they actually have support and support while they're in the clinic but also outside of that as well.

Tim

Well that's awesome. Do you love creating that experience? I imagine as a marketer you would love building that experience and it brings a whole new level of fun to building the business.

Katherine

I love it and I love seeing our patients interact with one another. I remember when we hosted a Christmas party for the first time a couple of years ago there was a members only Christmas party and just all of them talking to each other. Oh I saw McKenzie. How was your session with her. I did this. Oh what happened for you. It was beautiful.

Tim

Love it. Was just guava juice serve at the party or was there you know.

Katherine

There was organic champagne. Thank you.

Tim

Crazy. You have done a rebrand you mentioned shift. I'll come back to those I want to finish the membership discussion how did the clients react to it all?

Katherine

So to begin with. We did it. We went slowly so we went let's get our new people in as members to begin with and then we sort of figured it out. So we have a lot of our older clients now on memberships but there's very few patients of ours that aren't on memberships now so it was a bit of a multilayered thing we didn't want to isolate our current community that had something in their head it was difficult to begin with because I am a creator and I'm like Right let's do this thing let's go in and launch it and it stopped everything and my marketing wasn't right the website wasn't right my team hated me. It was a really good reflective experience that has made me learn a lot about planning when you're putting a new thing into your business.

Tim

So would you do it differently or would you actually do what you did which is kind of the minimum viable product kind of thing and let's get it to market let the market come back and go What's going on and I don't like that I like this and just keep pivoting a couple of wanky terms and they're out there but just keep moving along until you get it right?

Katherine

I don't know. I think you can't be perfect. You've got to just get in and throw it in. The thing that I didn't get right was the top end marketing. So we're like All right from now on all of our not property people is going to be a membership only. But it wasn't communicated very well. We had instances and will not get them any more. But at the start where someone might come in and they do a membership and then their partner calls up and go. This isn't right. This isn't how naturopath work. We don't want to do this. So it's interesting that psychology a bit around it as well because it is something completely new.

Tim

Well you've been a leader.

Katherine

Yeah.

Tim

Had other naturopaths tap you on the shoulder and go What are you doing.

Katherine Yes definitely.

Tim

What are you doing can we do it. Can we learn from you or what are you doing you're killing our industry.

Katherine

No. I haven't had any of that. I've had a lot of people ask Yeah what do I want to do this. I've thought of doing this how you doing it.

Tim

Oh that's good. Now you have then taken it into a regional space as well. So is that the idea of just being able to open up a bigger kind of catchment area for you?

Katherine

Yep. Also I just think that Regional Health has no service. So we had a lot of patients flying out to see us from Rockhampton which is central Queensland like quite a big proportion of them I'm like what is going on up there. So we decided to run a couple of workshops up there which we did. And then on the back of that we did naturopathic consultations. So they had their initial in-person and the rest was virtual. So we went through that process and just had a bloody amazing response from it and every time we went there we had more and more numbers and then our last set of workshops we had 65 at one and 70 at the other and books about 20 consultations off the back of it. So it was good revenue for us but also the community was really thirsty for it. So it's sort of that double edged sword. So we now have a couple of virtual naturopaths and they only service the people that are regional overseas and not in Brisbane.

Tim

Face to face over Skype video or something?

Katherine

Yeah. So we use a platform called Car view which is like that doctors use it say like Skype but they don't need a login and it's not complicated.

Tim

How do you do that though it's quite a textile industry your saying you need to sort of check people's skin out and say Show me your tongue and touch pulses.

Katherine

I think ideally if you can sit in front of someone it's best you can't be that but you can get about 95 percent of the way there through naturopathy and I guess that style of naturopathy that we do is all around the patient and their symptoms and their signs and what they're experiencing in their story. So from that we can glean most of our information and also looking at their pathology et cetera. So it's pretty replicable overnight.

Tim

So if you started you haven't got a business up in Rockhampton a physical business?

Katherine

We're there once a fortnight on the ground. So we do a bit of FIFO at the moment but it's looking at in the future I think opening a clinic there might be an option it's just getting the people that will be willing.

Tim

You identified Rockhampton as a place where a number of patients were flying down. Were there other places or was it just that place. Was it something going on up in Rocky?

Katherine

So there's there's definitely other places but we wanted to get one area right before rolling it out. And we haven't exhausted rocky we're still finding our feet there and we get people coming from Gladstone and driving two hours from way out bush so we've got quite a big area and we thought were Queensland and also at the time we were called Brisbane natural health. Well I mean we need to be Queensland we're not gonna be able to go in country New South Wales called Brisbane natural health it's not going to work. So we thought from a marketing perspective that they'll deal with that that's okay which they did. And that's one of the reasons of the Rebrand as well it's like we need a ditch the name Brisbane it's time now.

Tim

Okay. Let's touch on that rebranding I mean one last question about membership Katherine is to those listening who are thinking a membership model sounds really interesting. I might do that tomorrow. What advice would you give them?

Katherine

I think plan it and make strategy around it like what are you trying to achieve. What is the end outcome for the client. Have a look at your costings really carefully and make sure that you account for some of that other stuff but I think the real key is that there's a lot of just recognising that it's a big change it's a change through culture of your team so getting them on board getting them ready or getting new team members that are into that mind space making sure that your marketing is sorted out and that you have that clarity around that. And yeah just being really clear on what you're trying to do.

Tim

And it's not a decision around greed it's actually a decision for you was the fact that you could manage patients in a much more holistic way by saying you need that you need this. Is not going to actually cost them any extra and it's going to lead to a better result.

Katherine

It's a win win really. Like it's it's great for our team because they have that continue it's great for the patient because they get results and it's great for revenue because we know what's coming in.

Tim

Now rebranding. It's a scary word. When you've been in business for a few years so you've been Brisbane natural health are you this shift what are you now?

Katherine

I don't even know who I am anymore but no we've just rebranded to shift so and we're still in that transitional period where we're working through that. So we've kept Brisbane natural health as a product I guess. So the clinic name will remain Brisbane natural health that is for SEO purposes mostly and just the credibility that we've built around that. We've got great organic search but we've rebranded to shift.

Tim

And shift. Surely there's something under that shift natural therapies.

Katherine

So it is just shift. And the reason for that simplicity is like where we're looking at long term goals here like we go on big with that. Our website is the shift clinic.

Tim

Going big. What does that mean?

Katherine

Well just the plan. Like I said when I started the business it was like I'm just going to build my parachute on the way down. But I guess I've been in the business long enough and exposed to enough people to know that I need to have a plan for where I'm going so I've been working with quite a few mentors and things going right well where are we building the business out to and if we're going to build a brand what kind of brand is that and how much revenue will that cover and it's looking at taking this approach that we want to build it big to begin with so we don't have to keep rebranding refreshing and looking at that stuff down the track.

Tim

I get a sense I left my crystal ball at home but I get the sense that you're wanting to sort of build a bit of an empire. I don't know the industry very well but I don't think there is like a franchise of kind of natural therapy businesses around Australia.

Katherine

No there isn't. I mean there's a few places with multiple clinics but nothing like what we're doing.

Tim

And then have being a member of one major member. You couldn't be a member of the other or could you.

Katherine

If you travelling I guess but you probably wouldn't.

Tim

You want to be the snap fitness of naturopathy?

Katherine

Not quite because we want to be a bit more niche than that.

Tim

Right.

Katherine

But it is the brand that we've built is it's shift. It could go into health it could go into a lot of different areas in the long term. But really the core of what we do is helping people shift and help them on their journey.

Tim

Great name. Totally get it full of benefit and excitement. I want to talk about personal branding with you I reckon you're really good at it really good at it. You're the author of Get well stay well keynote speaker blogger media darling can I say that. Radio commentator I was doing some radio on the Macquarie Network and you were on the segment before me I was like I know her and now you're podcasting with a show called the shift. What's all this marketing activity done for your business can you quantify it and for your personal brand?

Katherine

So when I began my business I hid behind it. I was like Oh I'm just working here. It's not my business it was one of the worst things I could have done. So I guess it was probably about three years where I was actually this is my business and I need to own that and become the face of that. So the personal brand it's really it's feeding back into the business and that's the end game with that but also it's I love doing radio and TV and print stuff and and sending that message out there I love writing so I do have my own personal stuff on the side of that. And also in one day I might want to sell shift so I'm always going to be here. But

shift might belong to someone else down the track. So I guess at the moment it's just a beautiful ecosystem but it has that ability to be broken apart if it needs to.

Tim

I'm imagining your practicing naturopath most of the time podcasting blogging media commentary keynote speaker I don't know how much of each of those you are doing but I know you do more you've written the book. I speak to small business owners when I go to conferences and things and say get a podcast or at least start blogging or do something and they're like I don't have the time. Like one thing How are you finding the time what does it look like for you?

Katherine

Hectic. So I was in full time practice for most of my career and I dropped down to two days a couple years ago when things getting a bit a bit bigger and only just recently like a couple of months ago I was like I'm not seeing clients anymore. And that was a massive deal for me and it was exciting but also scary and it hurt a bit and even now I've got a few clients I'm like what's happening with you. And I'm getting a few emails and phone calls. One of my clients the other day was pregnant. She'd been trying for ages so you get that kind of coming through I miss that part of it but you can't do everything and I think I'm at this stage my business is if I want to grow this. The way that I want to I need to put my energy into it and I need to step up and be the founder and be that CEO or head of the business. And I can't do that while I'm seeing clients day to day at the moment especially with the launch of the podcast I'm like only one person and I'm a single mom. So I think you need to do things but I've always been doing this stuff on some level. I've always been pretty prolific on social media and our marketing campaigns and I've been doing radio for a really long time.

Tim

You said it hurt stepping down and not practicing is that because well clearly you went to become a naturopath because you thought there was a better way. And now that your well I suppose you're still providing just sort of the conduit for others to provide that service.

Katherine

Yeah. And I sit in on our meetings so I'm amongst it. I love seeing patients that's what inspires me. Their courage they're the ones that are doing it we can't fix them. It's their journey. So I get a lot from that. So stepping out of that after so many years of it. It was difficult and it doesn't feel right sometimes I guess when you're doing something new. So that's why

Tim

A brave decision. And clearly I wonder whether becoming a naturopath was your kind of way to then just becoming an empire builder. I get that from you like that's kind of what you want to do you want to build something big you want to leave something of

significance behind and so you practice is done but now you're into the buildings phase of something much bigger.

Katherine

I think so too. And the interesting thing is I don't think I would've been able to build this membership without being there from my experience and getting that feedback and seeing what struggles people were coming up with so I had to do that. But at this point it's running really smoothly. The team's really great and I can step back in at any point I want to.

Tim

Now Catherine. I just want to finish up because small business owners are pretty ordinary looking after ourselves. Businesses number one of course and we're number two and three and four. I don't think we need to go through what we're doing wrong. We know what we're doing wrong. Well what are the some of the things that we could be doing right. Because I think it's actually a marketing question because if you're feeling good about yourself physically mentally spiritually emotionally then you're going to be a better person better marketer a better business owner.

Katherine

I agree completely. So I think the biggest thing is I could be like don't eat sugar. Blah blah. But the biggest thing is to get back in your body like get out of your head and get back into your body and what we do when we're entrepreneurs business owners like we're busy we go go go we've got a massive list of a thousand things in our head and all the possibilities and were not in our bodies. So we're not in our bodies we don't listen to our bodies we don't listen to those little symptoms of hey you haven't had any water for a couple of hours or hey you haven't moved for a little while because your body will give you that feedback in the way of signs and symptoms. So what I say to people is just trying to get out of your head and back into your body and the way that you do that is by self observation is by showing up and being responsible for what you're creating for yourself but creates a little bit of space go for a walk in the forest have a bit of time where you're not on your phone you're not doing something you're not answering emails you need to have space to be able to do that.

Tim

Easier said than done.

Katherine

Definitely. I know.

Tim

Get out of your head and back into your body. So just creating some space to check in on yourself. Listen to what your body is telling you.

Katherine

It's a skill and it's a skill that we've sort of unlearned as we've gone through our life because we're told to just get on with it. We do. We soldier on we're resilient and that's great. But we do have that ability to just push things down until they're in crisis mode. And I think that's where we need to become a bit more aware.

Tim

Love it. I love what you're doing. Pretty exciting. I want to tell people where to find you I don't know whether to send them to Brisbane natural health or do tell me.

Katherine

So theshiftclinic.com is the best place to go. You can access the podcast there and all that.

Tim

And I should touch on the podcast. How remiss of me I did mention that you have one you've put a lot of effort into that it's a documentary style podcast. You've travelled to the states and London for three months.

Katherine

So three weeks we're in the States UK and then I also interviewed quite a few people around Australia. But we've got 25 world leaders on surrounding health then my team has curated that into a documentary which is narrated and it takes people on a journey through 12 episodes and it's all around gut health the microbiome and preventing chronic disease. So I'm super proud of it. It's exciting, I think it's a great resource for people but it also business wise has been opening up new opportunities as well which is exciting. And it's only been two weeks.

Tim

Yeah launch two weeks ago. Yeah. What's an example.

Katherine

Our clients already. Yeah. And also we have a Facebook group and people are jumping in there they're doing the stuff. So it's early days but we've had about four clients already from the podcast in two weeks so that's quite great I think.

Tim

Yeah. And it's the idea to do seasonal things like season one is around gut health. Season 2 is?

Katherine

Season two will be emotional wellness so mental health moods emotions.

Tim

Yeah love it. Well done. I love business owners that choose the podcast particularly in Australia. It's an absolutely underrated undervalued marketing medium. It's a great medium to be entertained and engaged on as a listener but more of us should be doing it. Well done to you.