

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

show

INSANELY EFFECTIVE
MARKETING

Episode #475

Imagine making a living
from teaching breathing...
The Breathe Project's
Bodhi & Kat do!



www.SmallBusinessBigMarketing.com

Bodhi and Kat Interview Transcription

Tim

So Bodhi and Kat welcome to the small business big marketing show.

Bodhi and Kat

Thank. Thank you.

Tim

It was awesome that we could be face to face and having this discussion.

Kat

Like were all local in Paradise.

Tim

Correct. And Sarah

Sarah

Hi Tim.

Tim

It's so awesome to have a co-host because there's gonna be some intelligent questions after on my show.

Sarah

Im glad I can contribute that

Tim

There's no doubt about that. I have absolutely no doubt now Bodhi I have something to read to you which you posted on your Facebook maybe a week or two ago and it goes something like this. Once the vision for the breathe project was semi clear Kat and I sold and cleared out 80 percent of our belongings. She quit her job at Sunshine Coast uni and I started saying no to other work opportunities. We moved into our van had one drawer of clothes each and took off into the wind. It was not an easy transition. Kat and I had only been living together for three months. The shit got intense. So guys tell us about the launch of the breathe project.

Bodhi

That time was really intense. We hadn't worked together.

Kat

We literally just met.

Bodhi

We hadn't lived together. We'd just started living together. There was all of this business stuff that we were coming together on business plan trying to do this trying to figure out how we were going to launch breathe project so bring us closer but also like moving into the van once we launch was. It was an intense experience.

Tim

Well before we get to the van because I'm sitting here with Sarah and I'm sure you're thinking exactly the same thing as me is like you were together for three months and then you decided to embark on this incredible journey. What were you doing beforehand and how did the idea of starting a business and taking off come about?

Kat

Directly beforehand. We were actually on opposite sides of the world. I was over in India doing a spirit journey through the Himalayas. Bodhi was in Vipassana which is 10 day silent meditation retreat here on the Sunshine Coast and we actually both had a very similar vision for breathe project and we are not in communication at the time and when we finally were and Bodhi is telling me this whole idea and maybe you can share more on that but yeah I've got this idea and you've got to be in on it and it's funny I wrote down something similar to that just a couple of days ago. And so when I came back to the Sunshine Coast and in that time Bodhi had moved into my house.

Tim

You're a quick mover.

Bodhi

I was in Brisbane and I had to move back to the Sunshine Coast. This just like I'm gonna get up there.

Kat

We'd only met three months prior and so we came home and it was like that's it. There's too many synchronicities to ignore it. Yeah it was just like we've got to do this and so there was no plan B it was like we're all in. We're clearing out our stuff. Moving out of our home. Quitting our side jobs. Going all in.

Tim

What were your side jobs? You working at a uni weren't you?

Kat

Well I'd just not long graduated. I was working at the university had a whole bunch of jobs I was doing some like character building work and I'd work on a whale watching boat at some point and I was teaching acrobatics

Sarah

What did you study at uni?

Kat

Health Science major in health promotion. So our business is essentially my first job in the actual field after graduation

Sarah

Really inspiring.

Kat

And I was so against my belief. I was like quite traditional. You graduate from university and then you go and get a job in the industry and you get some experience and find your way and then maybe like I always wanted to start my own initiative eventually but eventually. And then I was just being thrown into it.

Sarah

Why not do it straightaway?

Kat

We just did it.

Tim

You are two very different individuals because I'm talking to Bodhi yesterday a little bit of a pre interview. He said look I'm also like the freethinking realist bit of a rebel kind of guy said fuck school and Kat. Well she's more organized. She's the organized perfectionist very proper likes to test everything. That's an awesome partnership.

Bodhi

That's actually what's brought us to the point of even being in schools because before meeting Kat I wanted to bring something to schools. I wanted to bring something to teenagers especially and to kids. But I was too against it. I was against the system too much. I was the person on the outside complaining of how shitass it is and how much change needs to be and how this doesn't work and what are we doing this for. That I couldn't actually face stepping into that place.

Tim

Yeah right.

Bodhi

So when I met Kat and I knew she could communicate this and she could actually speak the language that needed to be spoken in order for us to walk through those doors. I was just like ah my goodness you know we can actually do this work from the inside.

Sarah

A perfect partnership isn't it.

Tim

Synchronicity. Sarah and I like a bit of synchronicity. You got to trust. Some of my listeners go he goes Timbo's on the woo woo wagon. And sometimes I do that like I had a guest yesterday. One of Queensland's leading personal trainers. Very rational guy. What you said to me like not into the woo woo you know everything has to be tested and I get that but I think sometimes too synchronicities are really interesting concept whether it's in life or business. Do you want to explain what synchronicity is and how it's worked for you?

Bodhi

I'd love to share about this synchronicities that we had before we actually start breathe project and how that gave us the confidence I guess to keep following that. To keep showing up to more and more synchronicities to keep trust in it. So I met Kat in a breathing workshop that I was teaching at a yoga festival. Sunshine Coast yoga fest. I was up on stage. She was in the audience. I'm walking through helping people out with this sort of partner breathing exercise and I looked down at her ankle and she's got breathe tattooed on her ankle. That's a good starting line then. Here's my conversation starter.

Kat

Well we'd already seen each other the weekend before but not met at Dan Millman. You guys know the peaceful warrior the author?

Tim

Oh yeah.

Kat

So we were at a mind body master training of his. And we saw each other at this event of hundreds of people. And then the following weekend to actually meet like that

Bodhi

Yeah. So like synchronicities to me have been what have kept me and us going. Kept us going because that showed like oh there's something else going on here. Yeah she's beautiful yeah I connect with her in that way but there's something deeper going on.

Tim

And I think synchronicity for us too is like the universe can't physically tap you on the shoulder. So you've kind of got to look at synchronistic moments where things happen. Yeah that's weird. She's like into that and I'm into that. That's synchronicity. You've gotta give that some weight.

Sarah

Absolutely. You see this inner faith I think.

Tim

Okay so three months in you go. We're gonna do it. We're going to take off. The idea that you both had separately was it to take breathing to schools was it that simple? You'd written it down separately in some form and then met.

Kat

I don't know if mine was breathing specifically.

Tim

Shes getting specific now Bodhi.

Kat

It was more health promotion as a whole but to me it was it had to be something about helping young people realize that they're really powerful and that they can create change in their life and they can create in general in their lives. And because I've always been a bit like a I don't know the goody two shoes but also kind of used that to my advantage to work the system to get what I want to get. To get my own way.

Sarah

Why not.

Kat

Im a middle child. I had to learn how to do that early. Yeah for me it was really about actually teaching young people that they can do that. It's like hey you don't have to be best friends with your teacher but be with them enough so that they're on your side and just the foundation of a life skill was what I really wanted to teach. So it wasn't breathing specifically.

Tim

So you guys have the idea at this point that you then went to the crowdfunding site chuffed to raise money to get your business off the ground?

Bodhi

Yeah.

Tim

Yes? I think it's brilliant. Every business owner should go to a crowdfunding site and raise money. Helped me start a business.

Kat

And awareness. Awareness was the biggest thing that it brought for us not just the financial

Sarah

Did you have a feeling for how much you needed to raise in order to get started? Was that really obvious to you?

Bodhi

We actually had a bigger figure than what we raised. Much bigger because our dream was huge. So we were riding this huge dream out and when it started coming in slowly slowly

we're thinking ah shit you know what how are we going to do anything. How is this going to happen. But over time we started to actually get more than enough to do what we needed to do to start which was to just hit the road and get in schools.

Tim

You've got 15 grand. How much did you want?

Bodhi

55 minimum and then we had a trail going up from that. Like if it was higher than what we would actually spend that money on.

Tim

Just out of interest why should people give you money to start a for profit business? Cause I mean you're sort of a social cause but it's for profit. It's not a not for profit. So yeah why?

Kat

Backing big idea.

Bodhi

Belief you know belief and because how many people sit on the outside complaining and don't have the courage to actually do something themselves.

Tim

Yes.

Bodhi

So they're seeing courage they're seeing will they're seeing young relatable. They're seeing potential of this. So they're backing that potential cause they know that that's in them as well.

Tim

What did you give them in return?

Bodhi

Nothing.

Tim

Nothing?

Bodhi

We decided not to because we didn't want this flaky energy this flaky exchange of like you know yeah and you give us 50 dollars and we'll give you a T-shirt. So our business is not about selling T-shirts. So we don't want to sell this T-shirt to you for 50 dollars and make ten dollars towards the mission. We want all of the money to actually be directly invested in us hitting the road. And going into schools. So return. Your return on investment is that

we're doing it. Right now. Today. We're actually in a lot of those parents and those teachers that backed us those people that backed us.

Tim

Making a difference.

Bodhi

We're in there doing it.

Tim

And people obviously believe that you know that was a big part of them giving. So what were the key donations? Were they big amounts or small?

Bodhi

One was five grand. But this man decided to do five grand of the match. So it was towards the end and he said for up to five grand I will match whatever comes in.

Kat

Every dollar that gets donated on match.

Bodhi

So that was a game changer for us because before that it was dribs and drabs and it started with family and a few close friends like oh I feel bad for you guys.

Kat

It's pretty far fetched. This idea like we're going to go into schools and teach breathing

Bodhi

We're already breathing like all day every day

Sarah

But isn't there a recognition that that's actually needed and we need to start. And that you know a lot of anxiety in schools and a lot of misdirection and that introducing it to schools is where it needs to begin. Really needs to be.

Bodhi

100 percent.

Tim

And I've got to say though the interest when Sarah brought the breathe project to my attention. My first thing as a marketing guy business guy and I love the breathing meditation all that stuff but I'm like hang on. So these two they're making a business from going into schools and teaching really was I think it's awesome. I had past guests on the show that I sometimes say you're making money from that. I had one guy a few years ago who's making the squatty potty which is one of those little stools you put at the bottom of

your toilet to raise your feet so that your knees are above your hips. So I love the idea of how people make money outside of the fact that as you say Sarah it's needed in schools with so many things that aren't taught in schools that should be. But I think that's awesome. So you get your 15 grand. And by the way Sarah I just got to ask you because what people don't know about Sarah is that one day you'd love to start your own business maybe as many would. And are you looking at these guys and seeing how relatively easy is unfair. I'm sure it's really hard. We'll get to the hard bit in a minute. What's going through your mind?

Sarah

I just love meeting inspiring people and particularly in the area of health and well-being is a particular interest of mine and so to see you guys actually doing it and to hear about how you started it is that's real inspiration for me

Kat

The realisation of possibility.

Sarah

Yeah that's right. And it's following your dreams.

Tim

So you hit the road and in your words Bodhi shit got intense?

Bodhi

To even get in the van. One of our mates is a filmer and he was coming around and he just puts the camera in my face one day we're in the last stage moving out of his place. Kat I've just been arguing snapping at each other. Not even one wants to be in the same room. He's like how's it going Bodhi. I turn around and I'm so angry inside you know like are we doing this. Are you serious. We're actually doing this together like you know so shit got intense and Kat was in tears for days like are we actually going. I never wanted to live in a van. Da da daAnd when we actually hit the road that's when it all started to come out.

Kat

Then we are even quite far and quite far into the tour in Sydney at the time and it's like pouring rain outside. It's freezing cold. We're like too cold turkey lying there in this tiny little van together like what the fuck are we doing.

Tim

It's called starting a business with your lover

Kat

I mean the challenge was so many it just backed up challenge it was starting a business with a lover it was like learning how to live a life together in this tiny little space. Saying goodbye to all of our security and support on the Sunshine Coast of friends and family of home of job of financials of all of that. And then to be trying to Bodhi launched a couple of

businesses before it's my first time ever doing anything entrepreneurial like this. So here I am actually I sold muffins once to raise money to go to Mexico.

Sarah

You've done it before.

Tim

You got there?

Kat Yeah I got there. Yes I'm learning how to run this business as well and then there's the challenge of doing all the business side of it but then also showing up to schools to teach. But we had to get into schools and going through the launch for people like oh you know lower your expectations Department of Education is so much red tape. You'll be lucky to get into one school it'll probably take you two years. So then we also had the momentum of when it was the opposite to all of that shit people were saying and we had 50 schools registered before we launched. It was like we're too scared to call the first school because it was just like all flowing

Tim

Just on that point. So you've hit the road you've got 15 grand from your crowdfunding. You've got some personal stuff going on because you're settling into a new relationship but you've got 50 schools registered as a result of the crowd funding and any other awareness work that you've done. Who'd gone to your website. Is that what I'm guessing you said here is our contact details. Give us a call when you're coming down our way. That's pretty cool. That's warm 50 prospects. How many converted?

Bodhi

Out of those 50 it'd be hard to tell but we worked with 60 schools in that crowd funding chunk. So in six months we worked with 60 schools down the east coast from here down to Melbourne.

Sarah

And how did you reach out to them in the first place to register? What was the advertising or what was the mechanism for them to find out that you existed?

Bodhi

So through the crowdfunding campaign. So it was the crowdfunding was raising funds but it was also the encouragement and the push of like we need you as parents as people in the community to actually take our info pack into your school and say we need this in our school.

Tim

However there's no schools googling a crowdfunding breathing project. So did the crowdfunding generate some publicity in the media?

Bodhi

Yeah. So we had publicity in traditional media. Social media. We had all sorts go on.

Kat

Magazines and newspapers and radios like one of our tours a little bit after this. I think we had six radio calls like one after the other after releasing a campaign about doing a tour in Mackay. And yeah we've had a lot of that behind us to sort of fuel that. But also most teachers most principals are parents you know so they don't just care about their students they get it. They get it for their own kids. Like my own kids have trouble getting to sleep at night. My own kids come home crying about shit that's going down with their friends or nervous about the presentation at school the next day

Tim

Thanks to American Express were chatting with Bodhi and Kat. The founders of the breathe project. So you stop doing the work. You're going into these schools and what say hi kids. Don't forget to breathe. See yeah. It's kind of what it looks like?

Bodhi

No. So we're going into schools and we're bringing through basically an experience of taking them into anxiety. And into a stress response and then leading them out or helping them discover that they can guide themselves out of that. So we're going through with this like we're bringing the experience. We're going here's the experience. We all know when we get anxious and nervous and worried what starts going on our bodies but how do we not manage it or try and cope with it or hide from it how do we move through it. How do we realize that we're more powerful than it and that it's just sensation.

Tim

So there's a one hour workshop?

Bodhi

One hour. 45 minutes for the younger years.

Tim

And how many do you normally have in a workshop?

Kat

2-3-400 students.

Tim

That's awesome.

Kat

I think our biggest group is 500. We get 45 minutes to take a typical teenager. We do work with younger kids too. They're pretty easy. Typical teenager sitting there with their arms crossed and I'm already breathing.

Bodhi

These idiots.

Kat

We didn't even used to wear shoes in school. We have 45 minutes to take them from this to this technique. Hand on the belly hand on the chest. For a teenager. That's a big deal. But by the end of it the second time in that workshop when we're doing the breathing. Very common that ninety nine percent of those kids. Most of the time were transformed. All of them could actually give it a go.

Tim

Tell us about a moment where you've just gone. This is amazing. You've transformed a young person or someone's come up to you.

Kat

And the first one that comes to mind we're in Rockhampton in a high school up there. And we've got maybe three or four hundred teenagers. I think 9 or 10. Actually it might have been senior years. It could have been somewhere in high school and we've all done the breathing together and then towards the end we ask some of these kids to come up on stage and share something personal and that's directed through questioning. So for them to come up on stage and use a microphone and share something personal in front of all of their peers like it's a really big deal it takes a lot to get them to that place. We just have this kid stand up and he said he didn't even come up on stage and the whole audience turns towards him at the back end he says I just want to say sorry to everybody you know I've been such a dick to all of you I'm such a bully and it's just because I'm having a hard time in my own life and I just want to apologize for any of you who I've hurt. Where did this come from. And before this like Bodhi himself is so willing to go to vulnerable places and so his just prior to that shared something crazy deep that he'd never shared before in a workshop. And so we had sort of setting the tone for it. And then we end up having this other kid come up on stage and it's like he's about to share something like joking around and we almost always get the class clown who wants to come up and like say something stupid like I can just breathe when I get killed on fortnight. The whole crowd goes wild. But he couldn't bring himself to say a joke. And so he said something really real about when his grandpa died and he's breaking down in tears like bawling his eyes out in front of all of his peers to the point where he's like can't even walk off the stage his brothers come up his mates come up to grab him and help him down. I like to see kids who are willing to actually be real with how they're feeling and to move through that in front of their peers like that

Tim

I'm too scared to look at Sarah. I'm guessing you'll probably cry.

Sarah

I just think what you're doing is actually giving these kids such as safe space to be themselves and helping them to learn how to self soothe. And it's something that we don't

learn in society these days. It's only those that are seeking it out but you're actually offering it. And that's fantastic.

Tim

So to the great unwashed listening to this who's the kid going I know I just breathe anyway. There'll be some people like that. Just to explain the straight line between the workshop that you ran and the kids standing up and going I'm sorry for being a bully.

Kat

What do you mean like how did we get to that point?

Tim

How do you get to the point of teaching someone to breathe? And being less anxious which is obviously the main outcome right to manage life's anxieties. This kid has then it clearly happens a lot where people find an honesty I'm just trying to understand that connection.

Bodhi

So we're offering that. We're communicating that from the beginning of the workshop. So the breathing is a part of getting out of the mind and releasing any of that anxiety or nerves but we're offering and asking them deeper questions in themselves. We're asking them to go to that place without specifically communicating it.

Kat

But it's also about bringing that cohort together. Like those few hundred kids somehow before there's all this judgment there's all this criticism there's all this bullying going on. And by the end there's this realisation of like you're just like me you've got the same shit going on at home with your parents or you too are scared of what your friends think of you. Like there's this meeting each other realizing it. For a teenager to realize that it's pretty big at that age like oh I'm not alone in this. It's real. There's a synergy between between them.

Tim

I'm sorry and bring it back to money but it is a business show. How do you guys make money?

Kat

Schools pay us.

Tim

Can I ask how much?

Kat

Yeah. It starts at about two and a half thousand depending on the size of the school.

Tim

Awesome business. I'm loving it.

Sarah

When you go to schools are you targeting like all of senior school all of junior school. Or are they getting you to come back and do different levels at different times so that you're actually getting repeat business at the same school?

Kat

We do. But to be honest most of your listeners would probably be like that's a bloody rubbish business.

Tim

That's interesting. Why do you say that?

Kat

Well because what we're about is not about creating a dependency from the school and us that we have to keep going back every term or every year or every week.

Tim

So in your mind the best customer is not a repeat customer.

Bodhi

We're not a yoga instructor that's going in getting paid 50 dollars per class to go in weekly and have 10 kids show up. We're going into a school and saying we actually want to empower you as a school as an organism with 500 moving parts every single day from families with all sorts of belief systems. We want to help empower you guys to actually do this every single day yourselves. Said the support where we are moving forward and our business is actually continuously training and working with teachers supporting mentoring helping them actually bring it through.

Tim

That's not such a crap business model Kat. So back to the money thing. So you're getting paid by schools to go in and do your workshops. I understand that you do have an online part of the business called The Mindful Teachers Academy.

Kat

Exactly.

Tim

Correct. Which is that part where work with the teachers remotely ongoing. Is that a part of the business at struggling and new?

Bodhi

That's new that's been just like an internal launch that we haven't actually put that out there. So that's something that will come out as we feel it's more solid.

Tim

Okay. Tell me what's stopping you from just getting it out there why wouldn't you just go with what they call a minimum viable product and put it out to market and let the market decide whether it's any good?

Bodhi

Good call.

Tim

Thank you.

Bodhi

Fear judgment rejection. All of that.

Tim

So fear that it's no good? Judgment that people will laugh that you're trying to charge for something that you don't think is up to scratch.

Bodhi

Yeah.

Tim

Oh wow I would encourage you. What do you think Sarah?

Sarah

I think just do it anyway and then if it doesn't work initially then you can always change that model or move on to something else. I'm also interested if you've got plans or if you started to move into the corporate world?

Kat

From the beginning we've done a few co-op for workshops and trainings and helping as a whole workplace approach. It's not where our passion is as much now. And we've had emails and messages all the time. Or you could take this into nursing homes. Prisons need this. Nurses in hospitals need this.

Tim

Anyone who breathes.

Kat

Anyone who's breathing just functionally which everybody 85 percent of us we all need it. But for us it's actually about empowering the young people before they get to that place where it's already almost too late. So rather than these young people ending up in jobs that they don't actually want to do or university degrees that they're only there because their parents expected them to be there. They're actually making that change before they're

realizing before like hang on I can kind of direct my own life here. And where I end up. More of a preventative.

Tim

Yes. It's interesting how the energy changed in the room when you asked about corporate. What I'm seeing and you guys what I love about it. What I'd like to understand. What's it feel like to be living on purpose? Because you clearly are right. I mean this is a big conversation. I was on a emceeing a road show a few months ago. That was around H.R. and recruitment. There's a lot of talk about successful businesses start with identifying their purpose and living it and then making sure that each time they employ someone they also share the same purpose. And then why did you build a great culture. You guys are on purpose right. We don't talk corporate though it's like that's not why were put on the earth.

Bodhi

We know we can earn money doing it that way. We know we can up our prices doing that and we have done that a couple of times. But to actually really successfully reach the goal that we've started out of actually having this embedded in every Australian and New Zealand school is a daily practice. A daily mental health wellbeing practice. Where does corporate fit into that. I mean their parents a lot of them too fits in that way but where else does it fit.

Tim

I think it's brave. I think brave to say no. You talked about how to become a keynote and corporate another revenue channel you can do that. And that's about telling your own story and maybe taking them through some exercises but is not doing the whole work that you do. I left corporate many years ago and I went worked at a charity called reach for a couple of years which helped young people at risk and I was there in a business sense. But the guy who started it late and now late ex AFL football legend Jim Stynes he'd run these classes for kids who were at risk to find out to let them discover why they were put on this earth right. And they were awesome and they had so much success and all the parents would come and pick the kids up and say to Jim or anyone else who was there or any other leaders. Is there something like this for adults? Everyone asks. But Jim bless him stayed on purpose. Nixed. Did what he was good at and as a result the history tolds story.

Sarah

And there's no end to schools in Australia. How many are there?

Kat

9600. We've done a 180. Long way to go.

Sarah

And so going forward. Do you cold call schools or do you email them or what's your reach out to schools ongoing? How do you do that?

Kat

Yeah it's been our golden rule from the start actually that we don't cold call school. So one of our most successful decisions has been to have an approach that's called the register of school. And so parents teachers principals students actually go onto our website themselves and register their school. They emailed the information pack and it's then their responsibility to be the voice to be the power behind their school getting involved.

Tim

That's great.

Kat

To print it out take it to their principal or forwarded on by email and it's them who are saying hey we need this in our school because if you think about a school or any organisation someone on the inside is already trusted. They're already a valued person of that community. And so for them it's about actually being a part of that change and not just sitting behind desks all day everyday cold calling schools. Here's another program

Bodhi

But then also with that and it's very warm because they've given us the school contact. Name of the person that's their school contact plus the phone number. So if they don't follow up or connect with us that school then we can call and we've got their details and we'll say Miss a parents Jane so-and-so has registered your school we're breathe project. Just wondering if the information packet got handed to. All of a sudden we've got a connection.

Tim

Because if there is an organization or an industry in which there are so many Dobermans to get passed in order to get to the one person I reckon schools are like if you can get to schools you can get to anyone.

Kat

At those reception staff sometimes they're the gatekeepers

Bodhi

I call them the Bulldogs.

Tim

Just on that I interviewed a guy about three months ago who has Elton John as one of his major clients. And my question was like how. And he talks in this interview about all the Dobermans the baby Dobermans he calls. The guy before Elton which I think is Elton's husband and he's the Doberman right. But there's all these baby Dobermans before you've just got to develop relationships with them you've got to understand what they want in order to feel important or to feel as though they've made a contribution and then they give you the next one and then you finally get there. But to get into those schools and not only that you are charging it's quite a price. Again those schools are tight on their budgets. And so I think you're doing an awesome job. What I'm just keen to understand is how do the

parents or the teachers I know it was through crowdfunding originally but people are still not sitting there googling breathe project.

Bodhi

Social media has been amazing for us right from the beginning. We don't have a huge number of followers on Instagram or Facebook.

Tim

How many?

Bodhi

6000 something on Instagram and maybe four and a half on Facebook.

Tim

You guys are millennials can you step it. Actually are you? I think you are.

Kat

I'm 28 Bodhis 29.

Tim

Digital natives?

Kat

But they are genuine. The people who are on their engagement going on you have a look at any of those posts always comments

Sarah

Yeah people believe in it. And you're also doing events as well not just schools are you doing sort of like minded events?

Kat

Yeah. We've taught at certain festivals and retreats and we've just come back from Indonesia actually teaching on a retreat over there. We've taught at a few different wellbeing festivals or yoga festivals or different events like that.

Sarah

So that's promotion I guess as well.

Kat

And I think we've had 12 TV news stories and word of mouth is a lot

Tim

I've looked to some of your media coverage. If you were to quantify that. It's certainly in the tens of thousands of dollars that you haven't paid for. May be more.

Bodhi

Yeah probably more with magazine articles as well. Proper written stories and a bunch of magazines and the TV ones are perfect because you have got the double whammy as well and they've got that showing. But then also on social media because it's still got some solidness to it because not many people are going after traditional media. It almost gets more reach through the social channels as well.

Tim

Are you creating any content? I thought content for a business like this is just made in heaven like ideal marketing strategy.

Bodhi

Yeah we've dabbled. Nothing consistent.

Tim

Fear? Judgement?

Bodhi

A bit of both fear and tim. When we hit the road we just hit the road and we just get into schools. We're already in schools aligned so we spend all of our time there and when we're not in there we're booking the next term's tour. So we haven't focused so much on content creation.

Tim

Oh it's interesting.

Kat

When we're on the road we're literally just doing the work and everything behind the scenes just gets pushed aside

Tim

So does the business fall to pieces when you're on the road?

Bodhi

Used to.

Tim

Invoicing.

Kat

I used to sit in the passenger seat of a car driving from one school to the next sending invoices and it's pretty nuts and now we have a young daughter a newborn baby. Really. But we've had a couple of people work for us over the time who have helped with that sort of administration school communication stuff. We definitely haven't nailed that side of it.

Tim

That could be a real danger point I would have thought if you don't kind of address that. Because the fact you're not creating content you're leaving a lot of dough on the table. The fact that invoicing just addressing inquiries whether it's someone local or a V.A. overseas or something. Do you have someone at the moment?

Kat

Not right now.

Tim

I feel this is a consultation.

Sarah

That's great for everybody else too.

Kat

Exactly.

Sarah

And then do you maintain a house or a home here while you're away. Is it more about still being in the van or?

Tim

Both still living on the bedroom.

Kat

No we've sold the band now. We did just recently to a New Zealand for two months in the South Island working with schools. And we got a bigger van over there because we had a newborn baby. So we had a proper big one with a shower and toilet and stuff. So we're still living band life in that way but they kind of vary it's either that or it's fine we stay somewhere and rent a car and go from school to school to school. We kind of do area missions at a time but it's not that the whole business falls to pieces there is still a maintenance going on but it's not really projecting forward and focussing on these other elements.

Bodhi

And that's where we're at right now. Since we had our daughter finding out Kat was pregnant we did one like big hurrah sort of tour and just as much work as we could in term for. And then we just cut it. We basically didn't do much because I haven't been experience in the sales and administration upkeep. That was Kat's role. And before that we had someone else doing it. So I let it all fall. We didn't work for three months together then we were trying to pick up the pieces. So right now we're in exactly that place of needing to make these decisions needing to actually hire the right people if we want to actually keep something. Keep that momentum flowing.

Tim

Who do you look for for business advice? You have a mentor a coach?

Kat

No it's actually an area where we are really lacking in. I've wanted like business coaching and someone to support us ongoing from the very beginning and we just haven't but we're working with a guy right now who's consulting with us a couple of times down in Melbourne. But I feel it's an area that could actually help us a lot in all elements to have someone guiding us and keeping us accountable and thinking of these other areas. There's two sides of the picture for us and we're still unclear it's like we want to create this big organization where this is a legacy long after we have died. But we're also at the place where we love the spontaneity and the freedom of it.

Tim

Awesome.

Kat

So it's challenging.

Tim

Enjoy it. Because you know it will grow. It has to. You've identified something that is so needed. You've packaged it up beautifully. So it's all heading in the right direction. It's great that you got people you can relate to. I was going to ask you what's it look like in five years time is probably far too way ahead to even project there for you but there's lots you could do. I was just thinking of a guest I had about six years ago on this show he called himself the catalyst. He's based in New York. He made a whole lot of dough from selling Buffalo wings. I don't know what they are because buffaloes don't have wings.

Sarah

Chicken.

Tim

They are chicken. He is a yogi and he went started a business called the catalyst and he basically based on the premise that we are sex obsessed but touch deprived. And it is in New York where 85 percent of people live by themselves. Why am I telling you this. Because it's all that where you could take the business and what he does now as he teaches other health practitioners how to sell cuddles. And I'm not talking like 10 second cuddles I'm talking one hour cuddles no sex but those are pretty interesting conversation. So many unanswered questions which of course I ask.

Kat

And he has a successful business based on that?

Tim

He has. Smashing it. But he's teaching other health practitioners that's why I'm telling you this is because again maybe it's very franchisor

Sarah

Well they've got the merch both sitting there on their tshirt. So do you do anything with the merch?

Bodhi

Yeah. We do termly runs with merch.

Tim

You do what?

Bodhi

Termly runs. So at the end of each term we'll just stack the orders that are up so we don't have them on demand going out from our online shop but we'll do a termly run. Send end it all out.

Kat

Everything we do is pretty unique. So it's only on presale because we don't want to have a heap of stock sitting.

Sarah

And who's buying the T-shirt? Are the kids buying them are the parents buying them?

Bodhi

Parents and teachers really. That's like the tagline for what we're doing when we're in a school at the end of our workshops in primary school. They all know our marketing they all know just breathe our communication our message and they're the ones continuing it on because they're saying to each other just breathe when John is upset or the teachers getting angry they'll go Just breathe in this.

Kat

When you said like no one's googling breathe project well actually they are that word of mouth is more powerful than any of the rest especially schools they're in such a close network really even though there's so many of them they're all in communication some sort of connection.

Tim

Well I think it's a great story. Sarah you walking out a little bit more inspired.

Sarah

I'm very inspired.

Tim

Would buy a franchise off you okay. I think it's wonderful.

Kat

Funny you say about the practitioner training actually because we from the beginning that when people like oh I take it to hospitals it's like well we don't want to but we'll train you to do that. Just in the works right now is an educator training so other people can then take it into their other fields. School is not interested but the teachers still go get a teacher who wants to make it happen. They can train themselves then.

Tim

I think your challenge is to get over some of the fears and anxieties you have around putting stuff out there. The other one is to be courageous by saying no to certain things because this business go a lot of places like an identified corporate. You could do train the trainer. You could be creating content. You could do online staff you could have an entire forum for people who go through your course and then want to stay connected. I mean so many you know in so many places I think it's really exciting. Well done for making a difference in this world and teaching something in schools which really probably should have been taught whenever school started like 60000 B.C. in a cave. I'm going to suggest to any parent listening. Get your kids school involved and to do that they would go to breatheproject.com.au and register. Simple as that. I would love to see that happen if you're not a parent buy some merch. Maybe start another crowdfunding campaign guys.

Kat

And there's a donate link on our site.

Bodhi

You can donate monthly if you want.

Tim

Good on you.

Kat

Help more kids.

Tim

And maybe one tip to leave us with to breathe better and be less anxious in this crazy world.

Kat

Can we have one to beach?

Tim

You can.

Kat

My tip is to use your nose rather than your mouth. It actually activates the parasympathetic nervous system. Slow breaths through the nose. What's your tip?

Bodhi

Any time you notice that you're holding your breath just in the day or your heart is racing and you're feeling a little bit anxious just to stop and take a conscious or a focussed deep breath. Just one really deep breath as long and as slow as you can.

Tim

Sarah I know you're into this. You've got a tip? Like a breathing tip. You're a yoga instructor you're all sorts of things in this space

Sarah

Slowing the mind and coming back to the breathe

Tim

Yes. Breatheproject.com.au is where you'll find these lovely two individuals and we wish you all the best for the future.

Bodhi

Thank you. Thanks for having us. Thank you all for listening.