

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

INSANELY EFFECTIVE
MARKETING

Episode #477

Being on-purpose is
masseur to the stars,
Kym Power's secret
success formula



www.SmallBusinessBigMarketing.com

Kym Power Interview Transcription

Tim

Kym Power. Welcome to the small business big marketing show.

Kym

Thank you. It was a pleasure to be here.

Tim

Do you feel successful?

Kym

Yeah I do. Yeah. It's an interesting question. I don't know if I've ever really been asked very directly like that before but I do. In my own unique way I do.

Tim

What's it feel like?

Kym

It feels like I'm on purpose.

Tim

Nice. How long's it felt like that?

Kym

On and off over the years. Probably there's times when it's fleeting. And then there's times when it's absolutely rock solid. And in the last probably 12 months. Absolutely on purpose.

Tim

What does being on purpose feel like?

Kym

It feels like solid. Like it feels very solid and very grounded. Clear thought. Clear intent. Knowing why you do what you do every day, even during the hard parts of it where you don't want to do it. Yeah.

Tim

Bounce out of bed?

Kym

Yes and no. There's moments of that. And then like I said it's not this joyous thing that's like it every single minute of the day every day. Like even though I know that I'm on purpose and doing what I love. There are times when it's hard and you're tested.

Tim

You're very intuitive person. I guess you would see a lot of people who aren't on purpose.

Kym

I get to feel it in their body. When I'm working on them. But also to just when I do meet people. You can tell. Well hold on I'll take that back. I can get a good sense of that in the way of their energy their brightness just their way of being. So yeah.

Tim

Do you feel compelled to tell them? Or is it not your business?

Kym

No. So it's not my business.

Tim

Really?

Kym

Unless they are inquiring. Yeah. Not my place. Not my place.

Tim

Even though you have that innate skill?

Kym

Yeah.

Tim

Okay. Well you're on purpose because you've created a wonderful business called rejuvenators. And when I met you a couple of weeks ago at that American Express at the lovely Carlisle Hotel. Wasn't that beautiful?

Kym

It's gorgeous.

Tim

You came up and said hello. And the minute you said what you did. I'm like I know that business. To me that is iconic is probably too big a word. With all respect. But it's a business that I just like the hotel card where you can get mobile masseuse I've seen it everywhere. And it's just been part of as I travel so much. It's like wow you're that person.

Kym

I am that person.

Tim

Its like meeting a rockstar. So in 1993 you had the idea. You're a hairdresser. You had the idea that maybe I'd just go and do something else. Why?

Kym

All my clients use to come 20 30 minutes early and I had this huge following of hairdressing clients and they would all get the scalp massage at the basin and just be so blissed out like oh my God Kim you should be a masseuse. And I didn't even know what that was at the time. So I went and studied and I fell in love with it and the light went off for hairdressing and on for massage and as they say the rest is history.

Tim

And was that simply at that time you went became a masseuse. A solopreneur going around. Did you have a retail presence?

Kym

I actually worked in a little clinic for an amount of time and I was always have been really like strong work ethic. When I say I'm going to do something I do. And I worked really hard for my boss and at some point he showed me his gratitude for that and I probably didn't appreciate the way he showed me. So I moved on and thought okay I think I'll just maybe do some mobile work.

Tim

You didn't appreciate how he showed you gratitude. What did he do?

Kym

Was a little inappropriate.

Tim

Okay. So we move on so youre oh well there's a nice little sign for you to go move on and so you started your own little business?

Kym

Yeah.

Tim

Never run a business before?

Kym

No.

Tim

And that was a one person massage business?

Kym

Yeah just mobile and I didn't even have a car at the time but occasionally from his clinic. He would get requests to go and do massage at hotels and so the Stamford Hotel in Brisbane was my very first client. And I just went there and I had a little business card printed and it's like. Hi my name's Kym and if you need me please give me a call and and lo behold they started calling and then that one hotel led to two led to three led.

Tim

Just like that?

Kym

Yeah.

Tim

And I love the fact you were mobile masseuse without a car. There was no ubers back then. Were you getting cabs around or your friends?

Kym

I was getting cabs to start with.

Tim

Carrying a table?

Kym

And then I ended up getting a car loan and and doing it that way.

Tim

At what point did then rejuvenators kick in? Because rejuvenators is a business that now has how many masseuses?

Kym

Oh we've got anywhere between 80 and 120.

Tim

Around the country?

Kym

Yeah.

Tim

So what point did you go okay I'm going to scale this?

Kym

Back in the day it wasn't a word.

Tim

Entrepreneur was a dirty word back then.

Kym

Yeah. So was masseuse.

Tim

Yes.

Kym

But what happened was I just started to get so busy and I was working so much that I thought. I'm letting people down and I don't want to do this. It's like my job to help them and I want to do that. So how do I do it. Well put on some of my friends that I studied with so I interviewed them picked the best ones and one turned two turn three turned to four and yeah that's how rejuvenators got born. And at one point I did do a workshop you know a small business workshop and it was like don't brand it under your own brand name because if you do then how do you sell the business at some point.

Tim

Under Kym Power?

Kym

Yeah.

Tim

That's pretty good advice. Yeah. Okay. So you come up with a name rejuvenators. What point were you forced to get off the tools so to speak. Or did you never get off the tools?

Kym

I was off for a while.

Tim

Did you hate that?

Kym

Yes and no. In the start of the journey I mean oh my gosh I loved loved loved and still do being hands on. It's just pure joy for me and it's effortless. It's so easy. So when I started to transition into growing the business then I realized I was just as passionate about entrepreneurship and about systems and processes not part of doing it because I'm a big picture creative person. So though it's struggled with the details of writing it. But when I realized the power of what those systems and processes could do for my business and how I could then scale. It was a case of okay let's do this. And so I got creative in the way that I did it and just allowed the team to help me build those systems and processes as I went.

Tim

What are we talking about? What kind of systems and processes?

Kym

Internal training and video training. Written procedure manual. All of the boring stuff.

Tim

Video training? It's like the 90s there weren't even smartphones around.

Kym

Yeah like that sort of came a tad laid up in the very early times it was just me in a room with my team hands on training them going okay let's do it this way. Because I just thought everyone massaged like me. And what I very quickly realized when I started interviewing most of them are terrible. So I had to find a way to be able to bring the great ones up to an even higher level and then know that I can consistently deliver that to my beautiful clients.

Tim

Why would the great ones want to work for you when they're so great that they could be you know obviously they're getting a percentage. Say it's a 50 percent split of whatever it is. Why wouldn't they just go and start their own businesses. What are you doing to retain them?

Kym

A lot of therapists are a little scared of sales and they don't know how to market themselves well. They're sometimes a little scared of business. As much as I really didn't know what I was doing in the early days I sort of figured it out along the way with lots of mistakes and failures but I've given them a place to go you know what do what you love and I'll help you with the other parts of it. So it's just an easy way for them to gain a little bit more experience and some more income stream.

Tim

Do you get a few cocky ones that go righto Kym's taught me all I need. I'm going to go off and start.

Kym

Of course.

Tim

That's good. Quickly back to the systems because that is really important. We were talking last night and talking about the interview and what we're going to chat about and its like oh well it just kind of happened but like things like video training and systems and processes it doesn't just happen. You had obviously maybe you learn at the small business course you went to but we had Michael Gerber on the show a few months ago who wrote the E Myth.

Kym

I'm a massive reader of his book 20 something years ago.

Tim

Okay. Awesome book. A game changer for so many. Life changing for so many people. He talks about going from a company of one to a business of 1000 and that's what you did.

Kym

Yeah. His book was one of my instrumental tools for going I'll have to move.

Tim

How do you as someone who is a highly creative macro thinker more up in the strategy blue sky thinking bring yourself down to the level when you don't want to employ necessarily some kind of general manager to do all this. How do you bring yourself down and do that?

Kym

It can be challenging at times. It's not in my flow. And so I've got to keep an eye on the big picture like what does it really mean for me to do what I do and will spend the time I would say down here in this aspect of my business will it give me the end result.

Tim

Looking at the outcome. Can you remember the point where rejuvenators really kind of on okay we're onto something here. I've got five I got 10. What was that moment in time. Where you've thought this is a really good little business that's going to see me through. And I'm on purpose?

Kym

It's such a hard thing. Like every step of the way even though it was growing. And times when it's not growing when it's gone backwards and all of the ups and downs. I don't think I've ever had that oh I've made it because there's always more to do. There's things to fix.

Tim

What about when you've gone rubbed your hands and go how good is this?

Kym

Yeah there's been like when I travel overseas and the business runs and my team are amazing and I come back and nothing's burnt down. It's really good. And so it's like guys don't call me unless something burns down.

Tim

It's an awesome acid test. I was chatting to a lady the other day who has a multi-million dollar online fashion empire that she'd created by herself and her moment was when she went off to a music festival overseas and came back and had done a million dollar a month and she hadn't been there. And that was like quite great proof that this business can run by itself. With me overseeing it from a distance every now and then. Amazing.

Kym

And I think one of the key learnings of that is as a small business owner it's really easy to be in the business working on it. In it all the time and you feel like you can't get away. But the trick in the truth of it is you actually have to take the time out. Take time away to find out where the holes are so that then when things do fall over or if they fall over you come back and you just plug that little hole and then you keep going.

Tim

What does that look like for you? Like strategy where you go away for two nights down to a resort somewhere with the tea or what does that look like?

Kym

No it just means going on holiday and having a great time.

Tim

So you actually go on. Let the ideas kind of come out of you as you're relaxing.

Kym

And then when you get back it's like debrief with the guys what worked what didn't work. Where are we at and then fix any little things that need tweaking.

Tim

You talked about the ups and downs. Talked about the ups. What about the downs?

Kym

There's been many. Any business owner would know that usually your own mindset is the hardest most difficult place to conquer. And so if I had known all those years ago what I was getting myself into maybe I wouldn't have done it.

Tim

Really?

Kym

Yeah it's been that hard. Definitely.

Tim

I didn't I didn't see that coming. What's been the hardest?

Kym

Any fetal sort of in the corner positions happening?

Kym

Oh yeah. It's like I'm all touchy feely so if it's going to hit me it'll hit my emotions and I'm just like a sobbing mess in the corner.

Tim

Can we go there?

Kym

Yeah look I think sometimes for me I put my heart and soul on my sleeve. I do it for my clients. I do it for my hotel partners. For my suppliers. So it's a case of I do it for my team as well and I believe in them fully. And then sometimes that belief doesn't come back. Having a big heart you can be abused

Tim

Taken advantage.

Kym

Yeah. And so that's quite hurtful when it happens. Oh gosh many times.

Tim

Give us one. Let's work through that. I'm here for you. Hold hands. There we go. What do you got?

Kym

Well let me see.

Tim

I'll let go it's getting a bit weird. My producer Jaime is like you guys are weird.

Kym

It happens over the years every now and again where therapists decide that they'll just steal clients and that's hurtful like it's been blood sweat and tears behind the scenes for me to continually grow rejuvenators and have it there to hold the space for the therapist to come on board and earn some money with us and we very much protect to them. Our screening. Our safety. The security. Everything like our therapist are the heart blood of my business as much as my clients are. And so to have them turn around and then you know look come work with me. It cuts me to the core. That's one aspect. I've had ex-partners try to take the business out from underneath me that ended up in Supreme Court. That wasn't very much fun.

Tim

Stressful. So you've had business partners.

Kym

No my ex. Life partner.

Tim

Okay we'll move on. I feel like I'm digging up dirt here. It is interesting because you're here to tell the story. Others might not have been. Where did you find the mental strength to go

okay I'm now about to enter the Supreme Court and battle it out for the business that I gave birth to?

Kym

Yeah it was very challenging. And to go to a higher place where I was coming from a place of all right let's just get through this. And rather than make someone wrong or hate them like there was a heap of learnings and lessons from that whole adventure. And truly I think walking the talk is really important as a business owner and for me as a healer. Having to explore how did that come about. And for me I didn't honour any I'd heard probably years before and let that relationship continue when I probably shouldn't. You've got to take ownership of the journey and do the work around it. And then from there you can grow and move on.

Tim

Is forgiveness a big part of that?

Kym

Yeah.

Tim

Let it go.

Kym

Yeah. And that's why I think today so many business owners struggle with physical health or mental health emotional health and it's the one thing that I am super passionate about is supporting people with all of that and is beautiful and amazing as rejuvenators is it is my joy it's my baby it's now grown up to be a teenager and an adult. Thank goodness. But it's the next step of my journey of birthing my personal brand and then working in that space now to where I not only just work on the physical body but I work with my clients on their emotional aspect on energetic aspects on lots of things to give them complete well-being.

Tim

As I experience played last night and a holistic approach. Awesome.

Kym

Thanks.

Tim

We're talking to Kym Power. Good name. I love your name. Yeah it's like a superhero. Who is the founder of rejuvenators massage which is Australia's largest independent professional preferred supplier of in room massage therapy. That is awesome. Over 900 of Australia's premier four and five star hotels and resorts. That's incredible. So I'm big on partnerships. I think it's an awesome strategy and you have developed some incredible partnerships. Hilton Hotels Stamford hotels the list goes on. You're just going to say ah they just came along. But I'm not going to let you. The power of a partnership is amplification

right. You go into one Hilton and all of a sudden you expose the business to however many thousands and thousands of potential clients. How do you develop these partnerships?

Kym

I'd like to say something witty.

Tim

Leave that to me.

Kym

It's just building beautiful relationships that last the test of time and honouring your word.

Tim

Okay so let's just work through that because that's easy to say but can we go to a recent partnership that you've struck and how do you build a beautiful relationship because you've got to identify the person you got to get past the dobermans you've got to figure out what they want. Why rejuvenators. There's a whole lot of unanswered questions so how do you build a beautiful relationship with a hotel partner?

Kym

It's talking. It's just talking and investigation. Like what people want. What do they need. What's working for them in their business. What's not. What can make their life easier. How you can assist them with that and then being honest is so underrated these days and if I can't do something I'll let them know upfront rather than promise and then under deliver. I'd much rather go the other way and purposely delight people with our service and what we do. As a company we're no perfect. Things go wrong. People. Humans are human and our therapist get stuck in traffic and all sorts of things. But we will always do our best to make it right for our client and for the hotel partner because literally we work in hotel rooms all over Australia where in bed with our hotel partners. So when we walk in we represent them. And I do not take that lightly.

Tim

So you got clients. Head office of rejuvenators whatever that looks like. You are a business partner or something. But your clients are the hotels the people in hotels procurement or I don't even know a general manager or whoever it is. And then your masseuse have clients. So how do you wow the corporates? The guys in the hotels. I love it.

Kym

I don't know Tim. I just do me.

Tim

This is what Kym doing. She's sort of smiling and looking left and right. Looking for an answer. It's just you. You're honest.

Kym

And I think even when it's been tough. I remember gosh going back to that Supreme Court stuff I just rang all my hotel contacts and I said hey guys look this is what's happening for me. I don't know how it's going to work out. And I just wanted to let you know. And I had some beautiful emails and calls with people and they just said Kym you know regardless of what happens it's you that we want to work with not the brand. So if you don't win that's okay. Just let us know. And we're there to support you.

Tim

That is an awesome learning right there. It's you they want to work with not the brand. To service industries people buy from people. We forget that a lot. So you could have started rejuvenators two. That's awesome. Marketing. Let's talk marketing. You build a brand. What's your view on marketing?

Kym

It's a good thing.

Tim

Isn't it. I made a podcast from it.

Kym

Yeah look it can be tough at times. As a business owner to try to do everything and do everything well. I struggle with that. Trying to find the right people to help you do the right steps at the right time. All of those things is like oh my gosh it's a little difficult sometimes.

Tim

Give an example of an aspect of marketing that's troubling you.

Kym

I am actually very quite a private person and let's look at social media I'm not particularly a huge fan of it. And for me it probably goes against a lot of my personal values of health and well-being. The amount of disconnection that people have. The mental issues and health issues that it can bring up. Levels of anxiety for our younger people now. Oh my gosh it breaks my heart. So to then have to go everyone's like you got to be on social media. I've resisted and resisted for so long and it's only this year that I've actually started to personally do Instagram. My business does the rest of it and my team do it for me because I was just so adamantly against it. Seeing how it affected people in such a negative way.

Tim

I'm with you. When I asked the question at give me an aspect of marketing that troubling you thought I might be able to give a little bit of coaching on air but I'm with you social media is I think I said it the other day on a recent episode where as a father of three. They're not teenagers anymore. One is. But I hate it. I just think it's evil. See what its doing to not just young kids. Society. And I read a lot about this probably too much and should just move on. As a person who represents small business and marketing. I think it's amazing. But having said that I don't see a lot of small businesses smashing social media

out of the park where they go I couldn't live without it see a lot doing it and getting frustrated by it. It's kind of a two edged sword. So you have your team because I saw an Instagram post you did yesterday or today it's beautiful. I mean it was really beautiful. I mean I loved reading it was all about being true to yourself and honouring it was about purpose. So how does that help you get more business?

Kym

I had no idea. Like seriously. What I've realized since I started my Instagram account which was only like three or four months ago. I have tried to figure it out. The whole thing. I was like what I am doing. I've already had like one actual real paying client from Instagram which blew my mind like wow it worked. So but I really didn't do it for that. If you want to know the cynical real reason that I started it was so I had content going to my Kympower.com site. Fresh content. That was it. Yeah but what I've realized is that I probably need to shift some of my beliefs around social media because it's just another form of communication.

Tim

Yeah totally. And I'll add to that it's just people having conversations online. If you look at it like that. Still takes time.

Kym

Yeah. But it doesn't necessarily need to be the evil thing I thought it was. So I've gone I can probably soften my stance a little and it helps people hopefully know more of me as a person even though I'm quite private.

Tim

Another aspect to marketing and I would have thought a key aspect is the in room card. That's critically important right. You don't have a business without it.

Kym

No. And of course the relationships with our concierge teams. And our front office managers and staff and beautiful general managers and all the housekeeping staff.

Tim

Wow. How do you do all that?

Kym

It's challenging.

Tim

Do you have a team?

Kym

Very small team.

Tim

Like merchandisers like if you had a supermarket product you would send merchandise out to make sure it looks good on the shelf and the tags are right in the promotions are there. So you don't have people going around to the different hotels going can I check the room to see if our cards in the right position and can I speak to the housekeeping staff to remind them what we do. No?

Kym

We've got a couple of people that assist us with it but generally it's some of it is somewhat automated and then some is touching base.

Tim

What's automated?

Kym

Emails and just checking timetables of how long we know that things are in play for.

Tim

That card again it's so critical to your business. How do you know if it is a matter of trust to go. It's in every room that we think it's in.

Kym

Yeah we'll check the statistics and just see what our numbers are doing and we can see from our reporting every month who's really busy who's quiet what's happening. And just see anything that we need to zero in on and touch base with people about.

Tim

You're so relaxed about your business it's beautiful.

Kym

Depends on the day.

Tim

I've got you on a good day. You're up here Noosa.

Kym

It's gorgeous.

Tim

We had a lovely meal last night. The sun shine out there. Get you tomorrow.

Kym

No truly my team are amazing. I couldn't do it without them and whether it be my therapist team my head office team my call centre staff they are brilliant at what they do and it all works.

Tim

The actual set up of the logistics of the business you have a call centre. Local or overseas?

Kym

Both.

Tim

Okay. And how big is it? How many people on it?

Kym

I've got six right. Six call centre people.

Tim

And if you got it local to do sort of 9 to 5 and then they go home and the Philippines takes over?

Kym

It depends. We actually tend to run our Filipino team our two full time staff. We go to the Philippines we do training with them. They've had methods from me they've had everything. Yeah. And we love going over there. It's fun. It's another part of our holiday. So that's really cool. And what we do is we know our busy time in the day when all of our clients ring in and want a booking. And so we just make sure that we've got the right amount of team members on whether it be our local people here and our international team. And then yes certainly sometimes really late at night it might just be our international team but not every day sometimes we manage the roster for all of our teams so that they've got a great level of work life balance and they can have time with their families. Things like that.

Tim

What other marketing do you do? Get the word out there.

Kym

Well obviously I've got the website and then it's the relationship marketing.

Tim

Difficult customers I imagine you'd have a few. How do you handle them?

Kym

Very politely and extremely professionally. So most of the difficult customers don't get to the end of our phone conversation or they don't get to the booking process. So we very politely offer them a male therapist and they say oh nice. Okay I'll call back.

Tim

So you too got those difficult customers. Complainers. About bad massage.

Kym

Were very blessed it doesn't happen a lot. It really doesn't. Our team are brilliant. The therapists are great. They love what they do they care about what they do. And at the end of the day it's hard with something like a massage because I could massage you today and you go oh my God that was amazing. And then I massage someone else tomorrow and they hate it. And it's like well what changed.

Tim

So subjective.

Kym

And I struggled with that for many years. Being quite driven in my want to get it right mode of how do I guarantee it. And I couldn't. So I sort of had to let go of some of that control issue. Well if I can't guarantee consistent quality 110 percent of the time across the board what can I do. And that's why the systems and the structures and procedures and the training and all of that played such a crucial role so that allowed me to let go.

Tim

Got it. So we're talking to Kym Power. She has given birth to rejuvenators many many years ago and now you've got kympower.com which by the way is with a y. Kym power.com which is your own personal brand. Your own personal website and you're sort of positioning yourself as masseur a healer to the stars and VIPs of the world. Let me just read awesome names here Ms Power. Tony Robbins The Boss Bruce Springsteen Cyndi Lauper Chopper Read no relation to me Carly. Lady Gaga Sir Richard Russell Brand. This is extraordinary. Now I'm going to ask you to go into absolutely detail about each one of those people. But first. Good luck Tim. How do you get clients like that?

Kym

Again. It goes back to really honouring what you do. And for many years I would never ever ever put that list out in the public.

Tim

I was surprised to see it on your website, I must say.

Kym

Yeah. And it's only through multiple business coaches mentors and marketing people. Kym my God you have to let people know who you work with. And I'm like I don't know if they're just a person when I go and work with them. They're lovely. They need me. I do a great job. I leave. Done job done and I don't want to do the wrong thing

Tim

Let me ask you. You're avoiding my question. So six months ago I have a guy on the show Steve Simms. He got a client. His major client is Elton John. Does all Elton's parties Academy Awards all that kind of stuff. And he talked about the process of how he got Elton John as a

client. And basically it was about relationships and partnerships and it was about recognizing that with Elton the big Doberman is Elton's husband. But before Elton's husband there's a whole lot of baby Dobermans. And you have to identify each one and understand what their needs are. The need might be to tell them they're doing a great job and they really appreciate it or they need a bunch of flowers or whatever else it is. And he was quite strategic about how he went through that process. Okay. Again you've got some big name clients as big if not bigger than Elton John. How? She's just smiling. This is not a video interview by the way.

Kym

I know it's not very good on air.

Tim

Okay it's just really interesting I mean did you get one. You kind of assume that all these guys know each other but they don't. But did you. I'm sure some do. Did you get one?

Kym

Some of it's been word of mouth.

Tim

So someone who was one of you big names early big names.

Kym

Oh gosh probably Kylie Minogue.

Tim

Kyles.

Kym

Yeah.

Tim

She goes back to London goes anyone you go to Australia you mustering Kym Power and get fixed.

Kym

Yeah.

Tim

That's how it works.?

Kym

Yeah. You know their management team. And obviously they're staying at my hotel partners. They would get the call sometimes that someone's in distress and that needs

assistance. And Kym you need to come work with this person will fly you in whatever it is. Can you be here in X and like show and I just drop everything and go.

Tim

No names. I'd love names not going to get them. Tell us a story.

Kym

I think one of the beautiful blessings that I have available is that when I get to work with these incredible people that are at the top of their field I get to be privy to their inside life. And just seeing the level of dedication and commitment and their attention to detail it might be 3:00 in the morning. They've come off stage and they're doing a huge debrief with their P.A. you know in their hotel room in the bedroom and I'm trying to massage them or work with them. And it's fighting between that I'm on and I have to do this and it's important. Like it's that purpose for them too. It's where they are completely in their purpose and on track and they want to give all to their clients. So it's really beautiful to be a part of that and see and go it's not just the machine that's behind them that does all the work. Make them as successful as what they are. There is dedicated like massive hard work blood sweat and tears that's gone on for them as well.

Tim

Incredible. It's funny. A couple of nights ago I got stuck in a YouTube black hole and I ended up and I don't know how watching a video of the edge that lead guitarist U2. Have you massaged him?

Kym

No not yet.

Tim

So I was watching a YouTube video of his guitar master. So the guy under the stage who's handling the edge 49 guitars which he plays in concert right. And the guy who's worked with him for like 30 years was most beautiful guy. And he was just explaining in great detail the lengths the edge goes to every concert going in checking all his guitars and just the level of detail and love and just how driven he is. And it's quite entertaining we get a lot from these guys who don't want to be driven. Some of us just don't have that level of the capacity to be like that. Top of their game.

Kym

It's sort of like a calling for them I think when they're at that echelon sometimes even if they want to give up they can't. And that can be the team behind them that they feel so indebted to everyone that they can't. And then mentally that can play a huge toll when they're physically having a hard time or emotionally having a hard time. So yeah it's nice to be able to support them.

Tim

So why is kympower.com decided to go the route of celebrities and VIP high performers as opposed to just giving it back to the average man and woman?

Kym

Truly like every single person I work with is a celebrity. Whether it's a mom or dad an 18 year old kid just to get through.

Tim

Podcaster from Noosa?

Kym

Yeah. Just to get through today's life and do it in a way where you're healthy and well and emotionally well that's a huge deal these days.

Tim

Where do you see Kympower.com in five years time?

Kym

Probably working from anywhere in the world. Doing virtual work as well as hands on work. It's as powerful if not better sometimes than then doing just hands on so I can work with anyone anywhere now which is great.

Tim

Kym it's been an honour to meet you.

Kym

Thank you.

Tim

The mobile message cards in hotel rooms are finally better.

Kym

Best kept secret.

Tim

I wish you all the best in the future.