

RBWN NETWORKING NEWS

OCTOBER 2005

RBWN PO Box 182, Tallman, NY 10982-0182 ~ wwwRBWN.org ~phone (848) 729-9497 e-mail: info@RBWN.org

SUCCESS STORIES

Judi Thomases

—Nancy Passow, Write For You in NJ
201-541-9702, www.write4unj.com

Although her business is non-traditional, Judi Thomases' approach to business is very traditional. Join us as we discuss with Judi how her business, *Wisdom Path*, has grown and prospered.

Q. Tell us about your business and your new book "Wisdom's Game's"

Judi: I started my business in 1975, incorporating it in 2000. I offer my clients consultations using the tools of astrology, Tarot cards, AstroDice, I Ching, and Channeling. This helps them on their path of development and allows them to make wiser choices, hence the business name *Wisdom Path*. The book itself grew out of a new skill I developed several years ago allowing me to receive messages from an elevated source (Channeling). The actual process of writing the book was very different from my usual writing experience. But once I knew I had the substance for the book, I started to focus on the publishing and marketing aspects. I found some book coaches, bought a manual on self-publishing, participated in a teleseminar where I was able to find a great editor, and I subscribed to several on-line newsletters on promotion. In addition to the book, I write monthly columns for the publications *Dell Horoscope* and *Inner Realm*.

Q. What led you to go into business for yourself?

Judi: I was pushed into it by life. People were asking for my help. I had trained and worked as an interior decorator and then did a variety of jobs including editing, computer photo type-setting, clerical, promotion (I helped put together the first Star Trek convention in Manhattan), and helping my husband run his family business. But I was seeing clients at the same time. I finally decided to make my own business my primary focus.

Q. What do you consider your greatest success?

Judi: My greatest success was counseling a client away from suicide—nothing else has as much meaning for me. Other successes include getting my book published, having a continuous stream of articles published, and developing an international clientele.

Q. What do you enjoy most about your business?

Judi: First, getting to know people on a one-to-one basis, getting deeply connected to my clients. And second, getting great feedback—when a client comes back to say a prediction was accurate or that they felt really good about the session.

Q. How have you grown your business and what are your plans for the future?

Judi: Promote, promote, promote! I started by meeting with clients, then I wrote articles, developed a regular column, gave talks, and offered auxiliary products. At the end of each column I put my contact information, including my web site, phone number, and ordering information for my book. I developed two web sites and I am constantly writing new articles. When you are marketing your business, you need a variety of ways to gain exposure. Once you have people reading your articles, they will want to buy your book or arrange for a personal consultation. Now I am developing more secondary products including CDs, an e-book, and an audio book. I would like to have a talk show on the radio and teach some classes.

Q. What have been the greatest obstacles you've had to overcome?

Judi: First, getting clients. Second, being taken seriously. That is one of the reasons I joined RBWN—it helps to give me credibility.

Q. What advice would you give to other women starting a business?

Judi: You need a warm heart, perseverance, thick skin, self-discipline, sincerity, hard work, to be able to adjust to market demands, and to be able to intuit what your client needs.

Q. How has RBWN helped you?

Judi: RBWN helps to give my business legitimacy.

Continued on page 2.

Continued from page 1.

I learned how to take a professional approach to business and how to develop my “elevator speech”. I got help putting together my logo and other materials. RBWN is a supportive network of entrepreneurial women from which I have found friends, referrals, clients, and connections.

Q. How do you attract clients? And who are your clients?

Judi: I mainly attract clients through referrals, word of mouth, repeat business, articles, and talks. My clients include a Beverly Hills psychiatrist, an opera singer, a film director, lawyers, teachers, nurses, a school bus driver—all sorts of people, located throughout the world.

Q. Tell us a little about yourself and your family.

Judi: I have a B.A. in creative writing from Douglas College, and graduated Phi Beta Kappa. I enjoy reading, relaxing in the hot tub, and traveling with my husband. We have three children, two of whom helped me with my business—my son is a patent attorney and my daughter is the founder and owner of an internet marketing and advertising business.