

Canvassing market with new concept

SECRETS OF OUR SUCCESS

Wanda James, GoArty

SOME people were born to be in business. Wanda James is one of those.

After one meeting with the 56-year-old, you come away feeling inspired, motivated and charged with creative energy to get started on achieving all your wildest entrepreneurial dreams!

Wanda has spent most of her life working with her husband Gary building, establishing, operating and selling highly-successful businesses right up the east coast of Queensland.

Now, at a time when most people her age are thinking about retirement, the mother of three is following her own dream, well into the second year of the unique and flourishing GoArty business in Norval Court at Maroochydore.

Wanda said the couple's original plan after they got married in 1971 had been to travel around Australia.

"We only got as far as Mt Isa (from Gympie). We decided to settle there because Gary was a builder and he could see enormous opportunities for work in the area," she said.

"We ended up staying for three years until our first son was born."

The couple then moved to Noosa (where they had bought some land), running a successful building and development company from 1974 to 1983.

While Gary did the building, Wanda, as well as raising three sons, did all the administration work as well as the interior decorating and design work for the developments.

When the building industry "hit the wall" in the mid-1980s,



PASSION FOR ART: Wanda James of Go Arty caters to a niche market. PHOTO: NICHOLAS FALCONER/162954

SUCCESS FILE

BUSINESS: GoArty.
LOCATION: Norval Court, Maroochydore.
WANDA'S SECRETS: Be a good communicator, have a passion, be highly self-motivated and have the ability to motivate others, possess good energy and be able to diligently follow through to the end and never give up.

with interest rates going through the roof, it was time for the couple to move on.

They bought the Walkabout Motel in Innisfail, the start of a 20-year business adventure spent on projects like building and operating the Great Eastern Motel in Gympie, building houses on the Gold Coast and renovating and developing the Colonial Log Cabins and Backpackers Resort in Hervey Bay which they ran for seven years.

They moved back to an

acreage property on Buderim four years ago, in desperate need of a break.

"We never thought we'd retire, but after working seven days a week for seven years we badly needed a rest," Wanda said.

It wasn't long before Gary found another opportunity, buying the run-down Sun-Chem wholesale chemical business in Gympie.

Once again, Wanda has found herself involved with administration and business development.

At the same time, she has also joined with friends Sally Skelly and Wendy Napier to fulfill a dream and set up the GoArty studio that caters to everyone from budding artists to art lovers alike.

"I said to Gary, I'd like to do something for me," Wanda said. "We've been in business for almost two years now ... the response has been overwhelming."

GoArty has diversified from holding simple art workshops

to employing three artists, introducing beading classes and ceramics and undertaking commissions in places like Vida Health and Spa at Ramada Pelican Waters, as well as privately consulting for individuals.

Wanda said she had great confidence in the future of the business, with plans being formulated to franchise the concept.

"We've established an agent in Melbourne and hope to explore that avenue," she said.

"I've got a lot of plans in my head for things I'd like to do (with the business)."

One thing she doesn't plan on doing is stepping away from the world of business any time soon.

"I'm not someone who can sit still ... I think I've got another 20 years at least in me yet," she said.

Wanda said the secret to success in her and Gary working together so successfully for so long had been "respecting each other's talents".

Change vital in moving ahead

CHANGE-A-BULL: Fear of failure is a natural human instinct. It is the reason people don't take risks and is the true decider between mediocrity and success.

Many people from my generation, whose parents struggled to make ends meet, are continually faced with the fear of not ever having enough. Yet they lack the courage to have a go.

It was only when I began to understand that risk and fear are artificial barriers that can be broken by good research, strong mentoring and a positive attitude to have a go, that I made real progress toward financial security.

To get out of your comfort zone is to challenge fear through change.

My ambitions became greater than my fears.

To get out of your comfort zone is to challenge fear through change. Take a chance. Have the courage to have a go and don't let fear be your dream killer.

Your business only grows as fast as you do. To see change in your business you first need to change yourself.

Fear, however, governs the ability to change and, while it's natural to be fearful, it is also in our nature to resist change.

The good news, however, is the realisation that 90% of our battles with fear are fought with an imaginary foe. They never happen.

If the power of the mind can stimulate



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unfounded fear, it also has the capacity to believe that anything is possible.

It all depends on your attitude. And we all have a choice regarding the attitude with which we will embrace each day.

It's long been recognised that humans are creatures of habit.

We like to follow a trail of familiarity, a daily routine; a journey through a comfort zone with no surprises.

Yet change is all around us and what worked in the past won't necessarily work in the future.

One of the reasons high achievers represent less than 10% of the population is because they have learnt the value of change.

They know how to embrace it rather than fear it and they realise that the ability to change is governed by the discipline to kick old habits.

Habits reside in the comfort zone of mediocrity. It's easier to do nothing. It's always been like this. That's how we always did it. And so on.

This attitude, however, becomes an addiction that is eventually hard wired into our brain and is why people find it difficult to break traditions.

True success usually resides just outside our comfort zone.

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