



## community development partnership

*Promoting a vibrant and diverse community on Lower Cape Cod*

### ***A Year In Review – Rejuvenating a Business***

Just shy of a year ago, Lee Wotherspoon purchased Quiet Mind Studio in Wellfleet. With a background in public health and as a yoga teacher, the yoga, massage and wellness business appealed to her as an opportunity to marry her interests. "I practice and teach yoga because it feels good", said Lee. "It challenges me in a joyful way and brings me great peace of mind. The peace of mind is not to be underestimated! Mindfulness is getting more press these days and it's true that these ancient traditions have profound implications for maximizing health. Poorly managed stress has a detrimental effect on all body systems and is a culprit for much of the chronic disease prevalent today. It is my vision at Quiet Mind to promote the health and wellbeing of individuals and our community by making the wisdom of mind-body practices enjoyable and accessible for everyone."

Lee purchased Quiet Mind Studio with a Micro Loan from the CDP in April 2014. When reflecting on her past 10 months as a new business owner, Lee said, "It has exceeded my expectations. It was a good first year out in regards to making changes within and connections for the business."

Change was one of her first tasks and challenges as a new business owner. This change came in two initial forms. The first included re-structuring business relationships with her yoga teachers to provide more scheduling flexibility for customers. The second involved transitioning all operations of the business from paper to an electronic format. While both changes took time, research, and patience, they have paid off with increased efficiency for the business and satisfied clientele. According to Lee "I felt sure about these (changes) for my own well-being and the health of the business."

When asked about her first summer in business, Lee said, "The summer was fantastic." After using the spring to set-up the business operations in her own way, and with the seasonal increase in clientele, she had an opportunity to teach more. She commented, "The work of teaching is satisfying. The work of the business is both satisfying and challenging. It's nice to have both."

As for what's next and future opportunities, Lee still has some items she's working on within her business plan. She came to understand the importance of flexibility within that plan and to treat it as an evolving document. In February, she will be taking the CDP's Grow Smart workshop to support her as she plans her next steps.

---

3 Main Street Mercantile, Unit 7 Eastham, MA 02642

**P** 508.240.7873 **F** 508.240.5085 **E** [contact@capecdp.org](mailto:contact@capecdp.org)

[www.capecdp.org](http://www.capecdp.org)

