



Company Name

Your Wellbeing Warrior

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Located in Strandhill, Co. Sligo, Ireland Your Wellbeing Warrior incorporates Adventure and Wellbeing Excursions such as Yoga-Hikes, SUP-to-Yoga, Yoga-to-Surf, meditation, Reiki, and other wellbeing practices. Strandhill provides the perfect location surrounded the visually striking cliffs and mountain of Knocknarea, it stands on the Cuil Irra peninsula and Strandhill Beach overlooking the Wild Atlantic Way. Your Wellbeing Warriors natural location is key so that its customers can access a diverse range of wellbeing activities; rock-climbing, biking, kayaking, free-diving and more.

The Yoga Hike Excursions take place across the cross the hills of Co. Sligo and are very popular. There are three grades of hike to choose from. Participants are treated to a short meditation and given wellbeing tools on how to 'ground and protect'.

The annual SUP-Yoga Picnic sees participants walking on water across to an under-explored island, Beezies Island on Lough Gill. This includes Yoga, journaling and relaxation time. Superfood salads and Kombucha refreshments are provided by local health food producer Sweet Beat Café.



WHAT WAS **THE TRIGGER** FOR YOUR BUSINESS OR ENTREPRENEURIAL IDEA?

Wellbeing Warrior is something that has long been my passion. The company came from growing up in Sligo, I was surrounded by mountains, lakes and the Atlantic ocean and frequent outdoor excursions were not seen as unusual. Heading outdoors, being in the fresh air, doing fun and uplifting activities became a common denominator through all of life's highs and lows. I also loved Yoga, as a result Your Wellbeing Warrior became a perfect merger of the two.

Taking the Yoga practice outside and into nature felt like a natural progression with both practicing yoga and being outdoors offering the same opportunities to release stress, renew energy and restore self-connection. It is this richness of opportunity here in the Northwest that has made it possible to create a business with a diverse range of outdoor wellbeing excursions to suit all abilities.

Here is my [Bio](#)



HOW DOES THE BUSINESS HELP TO ADDRESS REGIONAL **CLIMATE CHANGE OR SUSTAINABILITY ISSUES?**

My business is located on the Wild Atlantic Way, one of the World's longest defined coastal touring route so it is imperative we protect and sustain its existence. Like most businesses on this special route, we are passionate about maintaining its beauty for current and future generations. My business directly relies on the quality of the environment, everything from the rolling green hills and misty mountaintops to the surfable waves crashing on golden shores. This is the key attraction for my clientele 'The adventure-loving traveller', I come second!

Our tourism network in Sligo and Strandhill enter awards each year and implement environmentally sustainable practices to preserve and protect our environment. We practice [Leave No Trace](#) principles and publish them on all online/offline communications, signage, we speak about them and make sure all our customers are aware and educated.

In 2018, Sligo was named as [World's Best Holiday Destination](#) by Vogue Magazine beating out some of the most tropical destinations from across the globe. Also in 2018 Strandhill was awarded an [EDEN Award for Health and Wellbeing Tourism Destination](#).

Collaboration in our destination is key. As part of Adventure Sligo, we fit in to the adventure and wellness category. We work and leverage with both local and national organisations like [Sligo Tourism](#), [Failte Ireland](#) and [Destination Recovery Task forces](#). We also participate as part of the network in training sessions and upskilling courses. Tourism isn't just for foreigner visitors; it is important the locals get to enjoy and experience their own destination too. We also ensure they and others venturing out from towns and cities are educated wherever possible and when interact with them.



Through Wellbeing Warriors experiences people get to reconnect with themselves – wellbeing is a central part and how to bring wellbeing into your life as a whole and not just spare time. Afterthoughts that come through during moments of quiet can have clarity and insight not always accessible during the distractions of daily life...

HOW IS YOUR PRODUCT OR SERVICE **INNOVATIVE**? WHAT GAP IN THE MARKETPLACE DOES IT FILL?



With a lifetime of exploring the land here , 10 years teaching yoga and over 3 years involvement in the Adventure Sligo Network, I am always on the look out for new uplifting adventures. Innovation is essential and I adapt and develop every year to ensure I meeting the changing needs of the market. I knew in the beginning that restricting my yoga to studios or community venues wasn't going to put me contact with all the people I wanted to attract. Teaching indoors was also going to restrict my ability to teach people the full benefits of yoga and wellbeing practices. I saw a niche to work in the outdoors, in mountains and in the ocean, in nature and fresh air. When people are brought outdoors, they can maximise their own internal circadian system by taking advantage of daylight and the 24-hour clock and turning of the planet. My client's bodies come into harmony with the systems of the planets, a system that was designed to support us. People get their feet and hands immersed in the mountain soils releasing feel good endorphins. Being close to the ocean increases energised particles, the bodies cells recover and repair better as absorption is way more effective. The mixture between the mountain air and the sea supports movement of healing particles from the air into and through your body.

WHERE DID YOU SOURCE THE MAIN **SUPPORT AND RESOURCES** (E.g., Grants And Other Support)?



My main source of support and resources is by networking with the local community. This is where I started to get to know of activity providers, tourism businesses and the business supports available in Sligo. As a result, I found Sligo has an amazing collection of networks for different business. Specifically useful for me was the creation of adventure network Adventure Sligo. We have since worked together in cocreating packages and events. We run discussion groups as a network providing input to developments in the environment, regional development, potential gaps and solutions, the future of our tourism and what the destination needs to facilitate its sustainability.

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'My primary motivation is to help people get more joy from the life they have by encouraging participation in life-enhancing activities and individual self-care treatments.'



WHAT ADVICE DO YOU WISH YOU COULD HAVE ACCESSED WHEN YOU STARTED?



I would strongly suggest to upskill and get training in marketing and social media. I relied on Word Of Mouth for a long time and I struggled. Once I engaged in social media and progressed my website development, my business took off. Be brave when developing content and videos, don't be afraid to make mistakes. As long as they are authentic and real you can't go wrong. I started with a simple Word Press website; self taught in the evenings by watching You Tube videos.

I would also recommend working with course providers and the corporate world. They want to engage and implement wellbeing to assist their learners and staff.

I would finally say to go slowly and manage your wellbeing as an entrepreneur every step of the way. This means you keep your passion and interest and don't burn yourself out. I consciously chose to step away from opportunities that wouldn't protect my wellbeing.

WHAT WERE THE MAIN OBSTACLES OR BARRIERS YOU ENCOUNTERED?



My biggest barrier was myself, I thought I had to do it all on my own. I slowly got better at asking for help. I wasn't sure where to go so I took the plunge and went to the [Sligo Local Enterprise Office](#). They saved me, particularly during COVID lockdown because I was able to access COVID related grants and schemes.

I was resistant for a long time to take support with my marketing and finance as a result they both staggered along as did my business. I soon learned that marketing is your link to your customers and finance is the wheel that keeps your business turning.



HOW SUCCESSFUL HAS IT BEEN?

I believe my company has been very successful. I have always adapted not only my business but personally too. Education and networking is key to my success. During lockdown I had to find other supports and learn new ways to sell and provide my experiences. I had to learn how to teach yoga and sleep recovery online on my new platform **ANOIS YOGA**. As a result, I can make a further income out of pre made video packages. Previously, my business was seasonal and closed during winter months. Getting an online platform along with a bookability function, online event calendars and online availability calendars were so useful especially for pre bookings.

Thanks to many collaborations I was also able to set up a new charity for Sligo called **Havin' a Laugh**. We provide activity vouchers for people overcoming mental health struggles and are going through therapy or treatment. They don't have to worry about the payment and can access something they can enjoy and that will benefit their wellbeing. For example the domestic violence advocacy service can provide vouchers to their clients. Activities and treatments they would not previously have dreamed of indulging in are now a possibility. Once they do one activity they start to feel empowered, valued and worthy. You often see a twinkle in their eyes that wasn't there for a long time.



WAS SUCCESS A RESULT OF INDIVIDUAL WORK OR COLLABORATION (OR BOTH)?

As explained earlier, working collaboratively and with the Sligo networks has been so important for the survival of my business. I can even easily connect with potential new customers e.g. I met the Sligo Sports and Recreation Partnership through these networks and I have loved working with their community groups. Even the social aspect is important building friendships, expanding knowledge and learning what is new and interesting is important.