## ONE MINUTE WITH

### Amanda Clark

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| Position: | **Advanced accredited practising dietitian** |
| Organisation: | **Great Ideas in Nutrition** |

Amanda Clark is an advanced accredited practising dietitian based in Coolangatta on the Gold Coast. Her practice, Great Ideas in Nutrition, specialises in advice on food and nutrition.

**What change would be the most helpful for you in terms of running your business while working as a health practitioner?**
An efficient Facebook site that facilitated easy question and answers, a support forum and marketing to draw people in. I'm working on it but I'd have to say, I haven't got it right yet. I think it's time to seek a professional.

**What has been your biggest lesson in terms of managing your business?**
Hire great staff and don't try to micro manage them. If you choose the right people, they will want to come to work, they will want the business to succeed and they will come up with great ideas to make their roles more efficient and effective.

**What is the change you've made that has most helped your business in the past 12 months?**
Moving to larger premises in a more prominent position. We also get to see the beach. The move has given consumers and the staff the confidence that we're here to stay.

**Where are you making money now, compared with 10 years ago?**
I developed a portion plate and bowl and wrote three picture books showing people how much and what to eat. *Portion Perfection* has been a great success and has become 50 per cent of our business. Ten years ago I only earned money when I had a client in the room.