



Testimonial from a Small Business not in the Therapy Industry

A one 2 one business review - Can I help non Therapy Industry businesses?

I was asking myself that question when I set up the ATA or was I just niche targeting. I have done a few business reviews with therapists already but I did wonder whether it could work for a small business.

One small business owner was so impressed with what she had read on social media and what she heard from someone, while networking who had had a business review with me, that she thought she would give it a go. This is what she had to say afterwards and she gave me permission to use as a testimonial -

“Having seen the positive impact Ali was having on therapists businesses I was interested to see if her knowledge could be applied to any small business. After having a one to one with Ali yesterday, I can absolutely say it does! I was in the position of having a huge workload which I was struggling to maintain and didn't know which way I should go with the business. Having someone outside looking in is always helpful but Ali brings with her an excellent business brain and a realistic approach to workable solutions. Her advice has really helped me evaluate some big decisions and focus the direction of my business, to embrace some positive changes and enable manageable growth – thank you Ali!”

