

***“HAVING PASSION IS  
THE EASIEST WAY  
TO MAKE MONEY,  
BUT THE HARDEST  
THING TO FIND.”***



# GETTING THE JUICE ON *JANINE ALLIS*

**Just like her brand, Janine Allis oozes energy. It's tangible. Spend five minutes with her and you get a glimpse into how Boost Juice became a national phenomenon, with 100 stores Australia-wide only four years after their initial business launch in 2000.**

But it wasn't always this way. An early school leaver (Allis left a few months before her 17th birthday), she is the first to admit that she had no burning entrepreneurial spirit.

"I was a normal young Aussie girl living in the suburbs of Melbourne. There was not a lot of money left over once bills were paid, but my younger life was all about netball, school and family life. I left school at 16 and at 21 left Australia to travel the world."

Seven years later, after dabbling in a number of diverse career opportunities (including working on David Bowie's yacht), Allis returned to Australia where she was introduced to her husband, Jeff. Partners in life and business, Allis admits that Jeff's support has been crucial to her success.

"You need to have a partnership in every capacity, a partner who is 100% supportive. I was lucky and had a partner who was perhaps even more foolish than I was and backed me 100% of the time."

Allis is no stranger to lack of support. Her first forage into business came with juice bar SeJuice, and it was precisely the lack of support

provided by her male business partners that drove the duo to create Boost.

"When you don't have formal training to fall back on, it forces you to rely on your own innate abilities to achieve the unbelievable. In my case, one of those strengths was being constantly underestimated as a woman. You'd be surprised how much power it gives you to be underestimated!"

She took risks, including opening the first store in a foreign state.

"Logistically the options were better to start in Adelaide... starting in a smaller market offered less financial risk."

Janine threw herself wholeheartedly into Boost. "I flew to Adelaide to open the first store; I ran it, scrubbed the floors and really learnt the business. It meant I was continually developing and growing it."

The dedication paid off, with Allis using Adelaide as the base for developing the structures, business plan and ethics that formed the basis of Boost's franchising framework. It enabled her to "tinker" with the business, perfect the recipes and define the processes. From there the business expanded, with her proudest moments, "hitting our goal of opening 100 stores in Australia. This was achieved in 2004. Then launching the brand overseas."

***“FEAR OF SUCCESS AND THE FEAR OF FAILURE...  
SPEND TIME THINKING ABOUT THE OPPORTUNITIES  
TO MAKE MONEY RATHER THAN THINKING ABOUT  
HOW TO PROTECT THE MONEY YOU ALREADY HAVE..”***



It seems so simple – an overnight success story. But as Allis explains, no one ever sees the hard trek behind that ‘overnight success’.

**“The reality is, I worked from my house for the first two years, didn’t take a salary for three years and we didn’t take a cent out of the business for five years! We even sold our family home in year two to fund growth.**

“To make a business successful you have to give everything; your time, your money and sometimes it feels like your soul!”

Allis is the first one to advise on being patient in business. We’re living in the era of “now” – we all want things yesterday. But she wholeheartedly believes that these are the four out of five businesses that fail in the first five years. Why?

“This kind of thinking translates into how they manage their finances and how they want to run their businesses, too. They want the sports car and the corner office but they’re not willing to invest in fundamentals like careful product development and good marketing.”

Along with being patient, Allis also believes business owners need to regularly examine their priorities – the smartest thing you can do as a new business owner, she says, is to put your wallet away. That ‘essential’ that you need right now? It will change over time.

“Sit down and take a good look at your budget. When you really analyse it, you quickly start to realise how much money you simply waste on things you really don’t need.”

Allis is the first to admit that, as a business owner, work/life balance isn’t easy. In fact, it can be almost non-existent (Allis believes it comes later – it took her eight years). So keeping your eye on the prize is vital – it’s the little things that count, the things that you do day-in and day-out. It’s about spending smartly. And it’s about understanding the numbers.

“When I look back I think, sure I could have taken more holidays, spent more money on clothes,

driven a nicer car – all those things. But if I hadn't sacrificed then, I wouldn't be part of the Boost phenomenon today."

And Boost is a phenomenon – it will soon be open in 17 countries, more than any other juice bar world-wide, with over \$2billion in sales since inception. Yet Janine openly admits that, "I've never had a job I was qualified for". For her, it's all about drive, commitment and a huge care factor.

**It's also about passion.**

"You can teach anything and train anyone, but you can not instil passion in someone. Passionate people are few and far between. To me, they are like gold, They stand out."



## ***TWO MINUTES WITH JANINE ALLIS***

Like her brand, Allis is youthful, exuberant and energised. We sat down and did a quick Q&A to find out a little more about the amazing woman behind the worldwide brand.

**How do you remain creative & focused?** I am passionate and love what I do. It is easy!

**What has been your biggest challenge?** Maintaining growth in business.

**What goals are you still striving for?** Business growth. And getting better at yoga and surfing.

**How have you balanced work/family life?** No such thing as balance when starting a business! It comes later.

**If you could rewind 10 years what would you tell yourself?** Enjoy the journey.

**Do you believe that you can be friends with your competitors?** Sure, why not? If they are nice people. You should also be a customer of your competitors.

**My current mantra is...** love life and life will love you right back.

**If I could invite any 3 powerful women to dinner it would be...** Emma Thompson, Michelle Obama and Hilary Clinton.

# *New Industries...*

WE'RE CREATING THEM,  
AND IT'S A REVOLUTION.  
BUT WHAT'S THE COST?

*by Melinda Leyshon*

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**I read an article recently that argued women were 'haemorrhaging' from corporate business. And we are.**

**Why? Because we want flexibility. We want lifestyle. And we want happiness.**

Unfortunately though, it's a positive and a negative. The positive is that we have created an entirely new industry to support us in 'having it all'. The negative, however, is that we are losing our grip in the corporate environment and quotas are becoming more and more prevalent which, in some areas, can serve to undermine us.

It's a small business revolution

Women are turning their backs on corporate employment in huge numbers. It's no longer about the title or the money - it's about lifestyle.

Women are standing tall and redefining what it means to be a successful entrepreneur. At the same time, we are raising children, running households with our partners and enjoying the time we save in commuting.

We're copywriters, graphic designers, business coaches, bookkeepers, accountants, financial planners... you name it, women are carving our their own career path rather than being channelled through a corporate funnel. In doing so, we have created an entirely new industry.

We need people to clean our house. To iron our clothes. To mow our lawns, prepare our meals, do a spot of grocery shopping and sometimes babysit our children. As one friend said recently, "I've outsourced my entire life".

# ***WOMEN ARE STANDING TALL AND REDEFINING WHAT IT MEANS TO BE A SUCCESSFUL***



It's a phenomenon. All of a sudden these amazing new industries are popping up everywhere, and we have created them. How? By creating a need for them. Those of us in small business have left corporate for the lifestyle and flexibility, but that just doesn't happen when you still have to balance a full workload with household duties. We're slowly redefining our role and creating a wealth of employment opportunities at the same time.

Don't have time to do the ironing? There's someone to help with that.

Finding it difficult to prepare and cook healthy, nutritious and mouth-wateringly appealing meals? There's a personal chef home delivery option.

Can't keep up with the cleaning? My friend Susie down the road has started her own cleaning business - she can help.

The list goes on.

And it isn't just small business owners outsourcing - corporates are doing it, too. It gives us the flexibility we need to focus on our priorities. If you need to work one hour to pay for three hours cleaning, then not only are you better-off financially, but you are ahead time-wise, too. Outsourcing gives us the opportunity to earn and to enjoy a balanced lifestyle. It provides business opportunities for others and, as a result, we have seen an entirely new raft of industries emerging. **But it comes at a cost.**

The number of women in senior corporate positions is declining.

In a lot of cases, women successfully climb the corporate ladder until the birth of their first child. A large percentage return to work in a part-time capacity or choose not to return at all, and instead focus on family or creating a soloist career path (don't get me started on the lack of support for job share!). While the number of female entrepreneurs is increasing steadily, the number of women in senior executive positions and on Boards is declining.

We're creating new industries and increasing in numbers as solopreneurs, but senior management desperately needs an injection of women who can lead corporate industry.

I've always argued against quotas in business - I honestly believe that we should always select the right person for the role, particularly for those roles that require physical requirements to be met. The idea of flexing those requirements to enable more women to enter a certain workforce does more to undermine us once we are in the workforce than it does to build us up.

However the same can't be said for Boards - with this haemorrhaging from corporate, we need more and more women to be representing on corporate and community Boards. But how do we get there?

## **It's up to you.**

You're a smart, successful woman. Put your hand up and step out of your comfort zone. You've had a hand in creating a whole new raft of industries - so go one step further and start applying for Board positions. You can do this. We can do this.

## **Our fellow women need us.**