

Deborah Sherrell of Healing Tree Arts



Sum your business up in a sentence.

I write books that heal, inspire and instruct.

What's the business model?

While reading my book to children via school and business visits, I educate them about being good stewards of the environment.

Who are your competitors?

Other children's book authors with a targeted audience of similar ages (2-8 years).

What's your USP?

My book was published using traditional, offset printing. The paper is environmentally friendly—recycled paper processed chlorine-free—and it has been lead tested.

How have you funded it so far?

Personal savings and credit cards.

What were you doing before?

I was an independent fee real estate appraiser. I also raised a family of three children with my late husband.

Where did the idea come from?

My youngest daughter, Lauren, inspired my first children's book when she was three years old. I had the story in my head for over fifteen years when I finally published it.

What's the smartest thing you've done so far?

Develop a fun and interactive program to present my book, as well as an optional art project that cements the three R's: reduce, reuse, recycle.

What's the one thing you would do differently?

Certain individuals were allowed to influence my business in a negative way. I will be wiser in the future.

If your business was a flavor of ice-cream, what would it be?

Definitely Rocky Road. I must have encountered every obstacle while creating my first book, which is about overcoming obstacles. Rocky Road may have bumps in it, but the overall flavor is delicious.

What outside ideas have inspired you?

I have led a varied and interesting life, which has been the impetus for several of my books. Other than that, I would say successful authors I have met along the way.

Where are you going to be in 12 months' time?

I will publish at least two more of the eight books (three are for adults) I have written so far. I also desire to begin creating the healing center I have envisioned in my mind.

What's the best financial advice that you have received, that you would like to pass onto our audience?

Never purchase what you cannot afford, unless you have a solid game plan.

What 3 attributes are most important to you if were going to hire somebody?

Honesty, integrity, approachability.

Find out more www.healingtreearts.com (It's currently a blog)