- [SUE] As entrepreneurs, we are a rare breed. Really, we are. We innovate. We motivate. We create. We have crazy ideas that go through our head. We can even frustrate the most sane people around us. But what running your own business offers you is the opportunity to become a role model for the people around you. For my daughters, for instance, I've demonstrated to them that they can achieve whatever they need. They can achieve their wildest dreams. Then that story began with my determination and desire to solve my daughters' unwanted hair problem more than 25 years ago. Today, Nad's is a global brand. I'm really proud about the name of my company. It's actually Sue Ismiel & Daughters, and it's the only company in Australia that ends with daughters. So it's all about girl power. Oh, the challenges were plenty for me from day one. The fact that I had no business experience, no formal education, and yet my entrepreneurial spirit was burning. So the key to the success of my business was single-mindedness. When you know what you want and how much you want it, there is no one that can change your mind. That single-mindedness is so important. When people would tell me at the early stage that I could not make it, that it was too hard, that I didn't have the business experience or the financial backup, I ignored them because I truly believed in my vision. So if you believe in your own vision and your own idea, it will happen. I encourage everyone to continue with their vision. Have a go, have the right attitude and don't be afraid of failing. Don't be afraid of making a mistake 'cause you will learn from them. Have empathy for others. And also have fun along the way. Life is too short. When we entered the US market, it was a big leap of faith. I was replicating the same successful campaign in a giant market with 300 million people. The infomercial, the half hour infomercial took America by storm. I had a phone call one day from the distributor telling me that our infomercial was rated number one in the US. That was the biggest achievement of my life. I thought, where to from here? Innovation is key to success. To be honest, I have been flexing my muscles against multinational competitors with deep pockets. And if I wasn't able to innovate, I would have been out of business long ago. My product was an innovative product from day one. I created a product by removing with wax that didn't need heating, it was natural, and it was easy to use. So that was innovative back then. Then we thought, what else can we do? So you really need to look at what is next. You've gotta continue innovating. Otherwise, you'll die. My success is my external partners' success. We couldn't have really done what we have done today without the support of our retail partners, our manufacturers. We rely on them to produce world first quality products. The support of our bank, National Australia Bank. I have been with them from day one and they've come to the rescue when I needed them. Particularly in 2006 when this business was at the brink of bankruptcy. So I am eternally grateful to them. Running your own business is really rewarding because you have the opportunity to give back to the community, to help others in need. That is when the real feeling of fulfilment and achievement is. If you know that you can do something for someone else through the business, then you're on cloud nine. So it's very important for all businesses to link their brand to a cause that will make a difference.