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Farmer gets a savvy wife

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Farmer gets a savvy wife

By Sonia Clark



Last time independent book coach, author and editor Alex Mitchell was featured in GC&M News it was to share her good news that she had married Beerwah Pineapple Farmer, Ian Fullerton.

Clearly Ian found himself a very business savvy wife as Alex was recently nominated for Sunshine Coast Business Woman of the Year.

Alex was then thrilled to find out that from 300 nominees she has been made a finalist in her category for her online business 'Author Support Services'.

Alex started working from home around eight years ago. After surviving the Boxing Day Tsunami with her young children, Alex was propelled to do something special and that was the catalyst for her starting the not-for-profit organisation 'Sunshine Coast Women Entrepreneurs'. Alex recognised that women wanting to be successful in business on the Coast needed access to networks, workshops and education - and so became a facilitator of the group that now has in excess of 1,400 members. Around the same time, Alex established her book coaching business. Working with mainly small business owners to write books for their business,

Alex has assisted hundreds of local and interstate authors develop their work and bring their books to life.

"People wanting to write about their business will know a lot about their business but can find it hard to condense that knowledge down to write something compelling and concise," she says.

"It is such a massive time and financial commitment, so I offer my skills to help them write effectively and find the best angle and structure."

With book editing in her blood, and a natural affinity with written words, Alex offers authors the coaching, editing and encouragement they need to self publish their own work.

A number of Alex's clients are from the Sunshine Coast and while the business is run online, people also have the opportunity to have meetings via Skype, or they can come out to specialised workshops at the 240 acre working pineapple farm that Alex and her husband Ian Fullerton and their family call home.

The awards are hosted by The Sunshine Coast Business Womens Network. The nomination process has involved a lengthy written submission and intensive panel interview. The final winners will be announced at a gala black tie event on August 15.