

"I got into this business by accident." Linda Gilmore didn't plan on going into the hypnosis business — she wasn't even planning on being in business for herself. She is very glad that her life took a turn and brought her in a new direction. She has always agreed with the mindset and believes that people can do anything they want by harnessing the power of their own mind.

Visiting Orlando with a friend who was attending a seminar about hypnosis, Linda was planning a relaxing getaway outside at the theme parks. She happened to attend a seminar session at random and stayed through every session after. Returning home, Linda began to learn more and more about hypnosis, all while helping her friend run a business. "I started to think about starting my own business and let myself dream about it," remembers Linda. "I realized that I was helping people to feel better, helping them get back into balance."

By trade, Linda was engaged in the corporate world for many years — at times her work included regular customer interaction. "I love working

with people — it energizes me," she says. Her love of working with people has since energized her to start and grow her own business. Currently, at Balanced Life Hypnosis she coaches people of all ages to bring abundance into their lives. Linda helps people who want to improve something about themselves, assisting clients who want to quit smoking, improve their sleep, lose weight, manage pain and achieve goals, among others.

As an entrepreneur, Linda has been taking classes and meeting with a business counselor at the WISE Women's Business Center. She notes the importance of professional development and continuing to learn. "Always look at how you can do things better," she encourages.

Embracing the fact that life doesn't always go in a planned sequence, Linda notes that starting her business wasn't something intentional, but is always glad that her life went in that direction: "It was the best unplanned detour I've ever taken."



*wise words  
of wisdom...*

**"Surround yourself  
with talented people who  
believe in you."**

- Linda Gilmore

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## WISE HAPPENINGS:

### Money Smart for Small Businesses

**WHEN:**  
October 5, 8:00AM – 4:00PM

### The Building Blocks for Starting a Business

**WHEN:**  
October 8, 12:00 – 1:00PM  
October 30, 5:30 – 7:00PM

### Women in Creative Businesses Roundtable

**WHEN:**  
October 10, 12:00 – 1:00PM

### Women in Food & Farming Businesses Roundtable

**WHEN:**  
October 17, 12:00 – 1:00PM

*A women's business center... run for women, by women.*

All events, unless otherwise indicated, are held at the **WISE Women's Business Center @ The Tech Garden** // 235 Harrison Street // Syracuse, NY 13202  
(315) 443-8634 // wisecenter@syr.edu // www.wisecenter.org // **FIND US ON:**  