



Planning ahead

For *Amanda Cassar*, there's nothing better than helping others with her financial planning business. Here's her story ...



MEMBER DETAILS

Amanda Cassar, 42

POSITION Co-director
COMPANY Wealth Planning Partners, QLD
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Tell us a little bit about your business:

We are a financial-planning business based on the gorgeous Gold Coast. We have a team of five advisers that help our clients Australia-wide with 'the WPP way' to secure, build and succeed. We devise strategies to protect everything you've worked so hard for, devise wealth creation tools for the future, and put it all together to help you succeed in reaching your goals. We specialise in risk insurance and superannuation (especially self-managed superannuation).

What do you love most about what you do?

When I meet clients, there's often a bit of despair over the finances, and I love that I get the opportunity to help them. There's complexity to people's financial lives and I can help make this overwhelming jigsaw puzzle come together in a way that's easy to understand and helps put a smile back on the faces of my clients. The paperwork can be a bit much, and for most people, financial literacy has never been taught, so it's quite daunting. I love that I can help my clients achieve what they often didn't think was possible.

If you could do any other job, what would it be and why? I'd be a warrior woman against injustice: feeding the poor,

freeing the innocent, caring for kids, taking in strays and doing my darndest to make this world a better place! (I'm open to sponsorship opportunities!)

The last thing I tweeted was ... The link to my new video that's just been uploaded to my YouTube channel on why I do what I do.

What one trait has helped you most in your work? I'm incredibly determined (sheer bloody-minded if you ask some) and I think if you want to run a business you need a clear vision of what you want to achieve, and have 'stick-to-it-iveness.'

Women can have it all, right? Well, we all have a different version of what 'having

it all' means. For some it's a lot simpler than others. It's up to us individually to work out what 'all' means, and if it's worth the trade-offs it entails. If 'having it all' is simply a family and a career for most, then sure, why not? Women do it every day!

What are you pumped about right now?

I'm still on a high from my amazing trip on the Business Chicks Leadership and Immersion Program to Uganda with The Hunger Project. I'd always sat back at events and thought, 'What a great idea!' when the trips were mentioned, but never thought about actually being involved. Connecting with the other 17 women on the trip and forging friendships for life was incredible, but seeing firsthand the leadership and resilience of the village partners we met on our travels was inspirational. It certainly makes you re-evaluate your priorities and give thanks for your blessings.

My top marketing tip ... Social media is now a given in most marketing plans, but remember the emphasis should be on the 'social'. It's all about making connections. Putting up great content is brilliant and inspiring, but connecting with new and people is the best part. Meeting Twitter buddies or Facebook connections for this first time after learning about each other on social media is a real buzz.

What does Business Chicks mean to you? I'm a self-confessed Business Chicks junkie. I've made some wonderful friends, connected with brilliant women in business, heard world-class speakers and travelled Australia to attend amazing events put on by this fabulous crew. I've been a member since 2011 and am constantly surprised by what's ahead! ✨

Quick questions

Last thing I Googled: Holiday packages to Melbourne (working holiday, of course!)

Three items in my bag I can't live without: My mobile phone, a lippy and my purse, of course!

Last book I read: *Just Mercy* by Bryan Stevenson.

Entrepreneur icon: I love any woman who can overcome adversity and choose to be her own hero instead of a victim of her circumstances - Oprah, Terri Irwin, Arianna Huffington and so many more.

The tune that gets me on a dance floor: Anything ABBA!

Quote I love: "We all admire the wisdom of people who come to us for advice." Arthur Helps