

BARBARA WAYMAN**Age:** 39**Title and****company:**Owner,
BlueTree
Media LLC

Biggest daily challenge: Constantly figuring out new and unique ways to help promote each of my clients' businesses.

Best part of job: Being my own boss and having the freedom to pursue whatever interests me.

Worst part of job: As a sole proprietor, you don't get to interact face-to-face with a team every day, and I do miss that camaraderie and sense of being in it together.

What was your smartest move: Hiring a coach. Jessika Fern of Coeur Coaching has made a tremendous impact on my attitude, effectiveness and revenue.

What was your biggest mistake:
Not asking for help sooner.

What is your favorite stress reliever:
Going out for Japanese food and a movie.