

“DIVORCE IS A TIME OF EMOTIONAL TURMOIL AND YOU DON’T ALWAYS GET ACCESS TO THE SUPPORT YOU NEED, WHEN YOU NEED IT OR KNOW WHERE TO FIND IT.”
JENNY SMITH



Jenny Smith, 62

NOOSA, QLD

FOUNDER, THE DIVORCED WOMEN'S CLUB
DIVORCEDWOMENSCLUB.COM

Jenny Smith founded The Divorced Women's Club a year ago. It's a community designed to support women going through divorce. At its most basic level, you can apply and be accepted into The Divorced Women's Club (DWC) Lounge, a private group on Facebook where members have an opportunity to share, seek support, or simply just vent. "We are a mutually supportive group so other members will provide comments, input, ideas, a listening ear and virtual hugs," says Jenny. "There's also

a wealth of wisdom in the DWC Lounge – some women have been divorced for a number of years, some are newly divorced or still in the process of getting divorced. Some members are very raw and still hurting and in need a lot of support and care.

"Members of the DWC Lounge often comment how they wish it had been around and available to them years ago. It would have saved them a lot of agony and made them feel much less alone and isolated during what is a gruelling time of emotional and financial upheaval."

Beyond the Lounge, Jenny also provides one-on-one and group coaching and mentoring to women going through separation and divorce. Her fees are \$150 an hour for one-on-one coaching.

"I guide them through the emotional minefield and help them to focus on practical, specific actions they can take to empower themselves," she says.

Jenny's business was born out of her own experience. "Being a divorced woman myself, I wished I'd had someone to provide me with support and a non-judgmental space where I could just share what was going on for me and ask questions or let off some steam. Divorce is a time of emotional turmoil and you don't always get access to the support you need, when you need it or know where to find it.

"I knew there were a lot of women going through divorce without that support and I thought: I can do that. I can provide them with that support, and help them through what could

be the most painful experience of their life."

Then it was a serendipitous encounter that sealed the deal. "I'd completed a comprehensive coaching accreditation a few years ago and I was at a marketing workshop specifically to identify a niche market based on my skills and experience," says Jenny.

"Six of us were sitting around a table bouncing ideas around and someone mentioned divorced women. And that resonated straight away with me, because I am one. I've been there, and know from my own personal experiences the things that divorced women deal with.

"One of the women said she had registered the domain name divorcedwomensclub.com a few years ago and she wasn't using it. She said 'I'd like you to have this, Jenny' and she gave me the domain name, just like that. The decision to go with it was made in that instant."

Prior to founding the business, Jenny held a variety of roles in local government, retail and real estate. Now, Jenny targets women of all ages and has clients around the world. "We support women along the whole continuum from thinking about separation, separation, and initial divorce proceedings through to divorce and post-divorce. We work with women all over the world, and there is no typical demographic. Our youngest member is in her early 20s and our oldest members are in their mid-60s."

Jenny says she's finally found her passion and is committed to making her business work. "I love making a real difference in the lives of women going through one of

"I KNOW THERE IS A SIGNIFICANT MARKET OF AUSTRALIAN FAMILIES LOOKING FOR EXTRA HELP TO MANAGE SHARED CUSTODY IN A PEACEFUL WAY."
LORRIE BROOK