



community development partnership

Creating opportunities for people to live, work, and thrive on the Lower Cape

A focus on sustainability leads to success

“...I’m happier focusing on sustainability than on growth.”

Lee Wotherspoon, Quiet Mind Studio

If you catch Lee Wotherspoon during a brief pause behind the desk at her Wellfleet studio, you’ll be rewarded with her warm smile and calm presence. Around her, the place is humming with activity—though gently: this is, after all, a yoga and wellness space.

Lee clearly has a success on her hands at Quiet Mind Studio. So it’s surprising to hear her say, “I am not, at heart, an entrepreneur.”

“What I mean,” she explains, “is that I’m happier focusing on sustainability than on growth.” She credits the CDP with helping her cultivate the kind of success she envisioned.



In a local economy shaped by big seasonal swings, one of Lee’s unconventional goals was to stay open all year round. She has met that goal—the studio is now a warm and lively place during the long dark months of winter.

“But bringing in vitality is one thing, and bringing in money is another,” Lee says.

Being open year round, she says, was what mattered most to her. But making it work has required a leap of faith as well as a real learning process.

Four years ago, Lee received a CDP micro-loan to help finance the purchase of Quiet Mind Studio. She had heard that the loans we provide for small local businesses come with coaching.

“I know some people might be put off by the commitment to quarterly coaching sessions. But I went straight to the CDP. I wanted that support from the get go,” Lee says.

Though she was just starting out as a business owner, Lee came to us with excellent credentials. Her background was a perfect fit for her plans. She had a master’s degree in public health. And after training in India, she had started her yoga-teaching career as a member of the studio’s collective of freelance teachers. Plus, the previous owner, Zack Dixon, had been a good mentor.

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Before diving in, Lee had studied Zack's numbers and gained an understanding of the revenue potential of the place. She trusted his methodical bookkeeping, too.

Lee bought the business in May, and sailed through the busy summer season just fine. Then came the long wait for the next season's revenues. Her meetings at the CDP focused on dealing with the Cape's peculiar business cycle strategically.

"First, I got some good advice on re-setting my fiscal year," says Lee. "I also learned about cash flow projections. I lose money in winter, but that no longer scares me because I understand it will happen and know what I have to do to bring things around."

For someone who hadn't thought of herself as a businessperson, the result has been a revelation.

"These tasks of owning a business—it turns out this is stuff I can do."

The more efficient she becomes at those business tasks, Lee adds, the more she can focus on her primary passion, teaching yoga.

With just another year to go on her five-year loan, Lee still values the coaching sessions. One reason is that what she and her advisor discuss and work on has evolved with the business and Lee's own vision of sustainability.

"Running the studio is now as much about cultivating a space for others to do the work they love as it is about my own teaching," Lee explains.

With a strong collective at Quiet Mind, she is able to continue to serve in public health, doing quality improvement work with primary care teams at the Community Health Center of Cape Cod.

That work does more than smooth out Lee's income cycle, it's another way to connect to her sense of purpose. "We know that stress exacerbates disease," she says, "and what we offer at Quiet Mind—through yoga, massage, and meditation—is stress reduction for both mind and body."

Lee's story is one of those that we appreciate because it helps us reflect on our own mission, giving us one more angle on how success and sustainability are linked.

"When I first became a teacher, this was the place I worked," Lee says. Now I'm part of nurturing that community of teachers. I've gone from being a recipient of that support to participating in it."