



By Sandra Smith

Buderim entrepreneur and 4 Ingredients' co-author Rachael Bermingham is certainly one busy lady.

With the hugely successful 4 Ingredients empire and her latest business venture—running mentoring programs that help people achieve their goals, write books and build businesses from home—and being a full-time mum, things don't get much busier.

"One of my favourite things is to see people achieving their personal and business goals," she says.

Best-known for the cook book and television series 4 Ingredients, Rachael is also an inspiring keynote speaker and author, with three new books "in the wings". She has built all her business ventures from the ground up and has collectively sold over 2.7 million copies of her books in the last four years.

When Rachael and co-author Kim McCosker came up with the 4 Ingredients concept, she says it was a simple solution to their own personal circumstances and challenge, which was to get out of the kitchen and to save time and money.

"We love eating, but we don't necessarily like cooking," Rachael says. "We don't want to be spending 3,000 hours in the kitchen, when we could be out in the backyard kicking a football around instead, spending time with our friends or doing the things that we love doing."

She believes that 4 Ingredients is so successful because it was "the right book at the right time with the right girls behind it", and it meets a common need that most people have for more time and more money.

"The place where we are, every single day, is in the kitchen, so if we can save some time and money in the kitchen, well, that's the most obvious place to start," she says. "We're so time-strapped and often we get home absolutely stuffed from a huge day, and the last thing we want to think about is what we're going to be cooking that night."

The dynamic pair has hosted two successful television series and there's another on the way. These series has gone international and is now showing in New Zealand and the UK, with a DVD about to be released in July and a USA book launch next year.

Rachael and Kim have been completely focused on building the 4 Ingredients into a multi-million dollar empire, and until recently did everything themselves, but they now have the assistance of support staff, so are able to focus on building their market further abroad and also to develop new things such as Rachael's mentoring programs.

Yum! Food

Buderim author advises women to "Dream Big"

"It's a gift that's been realized because of a lot of hard work," she says. "It's a big team effort that has also had a very strategic plan behind it

all". Rachael, her husband Paul and their five-year-old son, Jaxson have just celebrated the birth of healthy twins so Rachael is taking a few weeks off from her hectic work and travel commitments to care for the babies.

She is making the most of the precious family time at their Buderim acreage property, where she says there is "room to move and lots of privacy", while still being close to everything. "It provides real solace when you've been on the road and running around," she says.

Rachael likes Buderim for its peaceful, central location and its proximity to the beach and local airports. "It's the best place!" she says. "It's literally the heart and soul of the Sunshine Coast."

Being close to facilities and services is important for Rachael, because she says her 4 Ingredients' schedule is "so busy and so massive" and "any downtime is wasted time". When she goes on a 4 Ingredients tour, she says it's "a big road trip" for the family.

"It's a massive juggling act—quite often at airports you'll see me with my hair standing on end from running" she laughs.

Family is always Rachael's number one priority, and she "wears a lot of different hats" to keep the balance between family and her various businesses. "Although I'm a business woman, I'm still a mum, a wife and I'm still a friend," she explains.

While Rachael and Kim are the faces of 4 Ingredients, their husbands play a vital role in supporting the business. "Our husbands are the backbone of the business, basically," Rachael says. "Without them we wouldn't be able to do it, no way know."

The success of 4 Ingredients has been a life-changing journey for their husbands, explains Rachael.

"Basically they've had to take a back seat to what they wanted in terms of

a career, and provide the support that was necessary in order to keep the business growing," she says. "They've gone from being the breadwinner to the supportive role, and that can be very tricky sometimes."

Rachael advises other women to "dream big", and she recommends having a plan, and then acting on the plan.

"It's about what you really want out of your life and making sure that you set your goals and direction around what you want, not what everyone else wants," she says. "A lot of women, particularly mums, have their children and think, that's it, I can't have my career too, but you can have your cake and eat it too, quite successfully."

Register online for Rachael's mentoring program at www.rachaelbermingham.com. You can also follow Rachael and what she's up to on Facebook and Twitter.

4 Ingredients Winter Warmer - Lamb Shank Casserole

- Serves four
- 4 lamb shanks
- 1 large onion, coarsely chopped

- 1 pkt French onion soup
- 1 tsp. Worcestershire sauce

Place lamb shanks and onions into a large saucpan. Mix soup and water together with about 3 cups of water and pour over shanks. Cook on low for four hours and serve over mashed potato. Optional: Add two tbs. of tomato sauce, for flavour. Add one cup of mixed vegetables that you may have egg carrot, celery, broccoli, cauliflower, squash, brussel sprouts.



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