

...and i also read every day in English because all articles I want to read are in English all podcasts I want to listen to are in English music is in English and so on so I use English every day I'm able to you know to, to read, to listen to but I'm still nervous, when I'm speaking English so yeah that was the voice of Marketa Horáková from terapie v lese therapy in the forest this is rich English episode one

Hi welcome to the first episode of Rich English over the next few weeks I'll be bringing you some conversations with different people from different business backgrounds business owners self-employed people managers in different companies and their experience and knowledge of both learning English and of setting up in business is hopefully going to help you with your business and whatever you're doing at the moment

Before we get into the interview with Marketa I thought I should explain one or two phrases that um myself or Marketa to use in the interview just help you better understand

The first of those phrases is further afield you can say further or father a field and it means places away from the specific location you're in.

We talk about i talk about donkey work and heavy lifting meaning the nuts and bolts there's another phrase for you it's the details of carrying out the actual work you might have a great idea but then who's going to do it who's going to do the the data inputting who's going to build physically the website who's going to put their fingers to the keyboard and do the actual work that's the donkey work or the heavy lifting i use a phrase down the road which means just in the future towards the end of the conversation i use a phrase to cover plenty of bases which means to involve everyone or everything in a situation my conversation with Marketa is an interesting one and I'm sure there's a lot to learn so without further ado let's get on with the show

So hello Richard thank you for invitation my name is Marketa i am designer and I'm also founder of the project therapy in the forest i started one or two years ago and I'm still in and how's it going so far two years in it's going better and better actually when i started i still worked for one agency so it was like part-time job now I'm in full time mode and it's getting better and better but probably as you know working on your own project i would say it's the hardest thing in the world self-motivation and self-discipline yeah exactly and every day because it's like ups and down ups and downs all the time like for example you get nice review it's the most amazing thing and then the other day like for example you sell no tickets for your workshops so every day every day is different it's swings and roundabouts that's what you can say swings and roundabouts yeah it's sometimes good sometimes bad um so um i mean what what therapy in the forest therapy in the woods i mean it sounds obvious but do you want to tell us just a little bit more about it yeah I'll try actually like two years ago i read an article about shinrin yoko and probably you remember i love japan i love Japanese culture movies uh books and so on and shinrin yoko means forest bathing and it's just slow walk or stay in the forest and there is a guide but there is no sharing there is no no therapy it's just it means stay in the present moment and it's a term it's actually marketing term that was developed in 80s in in japan because there is a really nice idea behind it um if people visit nature they will protect it and on top of it many studies have emerged like being in nature lowers your stress boosts your creativity immunity and so on and i really liked this idea and i decided to merge it to connect it with professional therapy so i cooperate with therapists and psychologists and they do counselling while walking um in forests or Prague parks is that all local to to Prague or are they further afield for now it's in Prague and around our therapists travel around 50 minutes from from Prague to visit the forest but i also would like to establish it in Brno and Ostrava because there is a lot of technological companies and this kind of therapy is the best for people i think that therapy is a good thing for everyone because actually i studied psychology i also had my own therapy and i think that everyone should experience it but now when we are still in front of the computer screens

um and indoors i think it's it's the best way how to experience therapy it sounds like the world needs your company now more than ever before thank you so what's your specific role um i mean you're the founder of the company are you also providing therapy are you trained or are you on the marketing side of it and do you want to explain more about that yeah I'm not trained I'm not a therapist that's the reason why i cooperate with professional ones and yeah I'm the founder and CEO and actually it means that i do everything like operations yes yes taxes marketing business development social media completely everything have you got anybody to help

Actually i have a group of mentors i have found people who help me but more in how to say ideas way and the hard work is always on me and i also have friends so sometimes i speak with them and i also have big help in my sister because i can talk with her and sometimes solve some problems and so on so it's i think it's great if you have a group of people around you with whom you can discuss what you experience and what you want to do but at the end of the day the work is on me yes always we say all the donkey work is down to you all the heavy lifting yeah all the heavy lifting yeah absolutely yeah i can totally empathize with that yes

So because I noticed on your website that you've got um a sticker from Brno ex-pats um as like an approved website so um are you also targeting uh native English speakers as uh clients um and i mean this brings us nicely into the English side of it your website is in English um is it something that is a big part of your business at the moment the English side or is it something you just hope will develop in the future it's a i would say it's a small smaller part of our business and because i did webinar for Brno ex-pat centre i think it was about stress i think and so we are in connection and that's the reason why i got this this temple and also we work for one big technological company with employees from abroad so our workshops are in English and also some of our therapists um speak in English and i would say in very good English because they live abroad so we also provide journeys in English fantastic fantastic so it's opening you up to a whole new market really absolutely yeah and you'll be able to help a lot more people yeah um so yeah i mean um personally in terms of your English i mean you speak very nicely when when did you start learning did you learn at school are you self-taught what's your what's your story Richard you know me because i still think that my English is very bad because and the reason is yeah i have never lived abroad so i think that i need this step to have professional English so but of course i had English in my elementary school high school university but what helped helped me the most was speaking with people and i also read every day in English because all articles i want to read are in English all podcasts i want to listen to are in English music is in English and so on so i use English every day I'm able to you know to to read to listen to but I'm still nervous uh when I'm speaking English so yeah it's like this yeah sounds like a fairly typical story but yeah i mean in terms of your confidence of your your English speaking it's clearly not stopping you from uh starting business in English and and you've previously i believe worked in companies where English is a uh the main language spoken so um thinking back to previous uh previous jobs like that was it a prerequisite like a requirement for you to get the job yes because i worked for innovation agency actually i worked for two innovation agency agencies in the in the Czech republic and the English was on daily basis so i was forced to speak in English and actually it helped me a lot and

Also the clients were forced to speak in English and sometimes i saw that they weren't happy with this because we were all Czech people and for example one of us was from Serbia so it was the reason why all the meeting was in English uh and sometimes there are some kind of funny situations you know because it's easier to say it in in check but when you are forced to do something um you do the biggest progress in it yeah yeah for sure i mean the reason that i live in the Czech republic and everyone speak speaks Czech

There there is no need to speak in English but i want to be inspired from people abroad i wanna get to learn new information so that's the reason why i decided that that English is is necessary i think i

would say in in the 21st century English is necessary for everyone so even though that the majority of your client base is going to be check the fact that you want to learn more about how to develop your business means that English is still something that you really want to improve and and find out a lot more information about yeah exactly and i also want to work for big companies and it's completely normal that they speak in English and their employees are from abroad so i would say English is necessary um we're sort of hopefully coming out of the the whole unmentionable pandemic thing um uh has that affected your bizarre I'm sure it's affected almost everybody's business i mean how is it specifically affected affected yours

I would say it helped us a little bit because there is still stigma around mental health in the in the Czech republic here is completely different situation uh than in the united states for example because in the united states there is quite normal to have a therapist not in the Czech republic because we see it as a weakness

Sometimes people don't even realize that they have for example problem that they can discuss with someone else and they can help them to make their life better or to fulfil their potential so when the pandemic started a lot of mental health issues like got bigger i think that anxiety

Like there is double increase in anxiety and triple increase in depression and it's a it's it's a huge number and also a lot of media started to talk and present this kind of issues so it's getting better but i still can see that it's not quite common to have a therapist it's getting better yeah i think it's good uh so in terms of what you're doing on the marketing side of things how are you how are you approaching it in order that you can reach more of those people there's this big increase but you want to reach more of them how are you doing that

Marketing and education we provide journeys for uh for clients and we also provide workshops workshop for souls it's a for a small group of people and we discuss psychological topics like relationships or or stress or how to deal with teenagers and so on and i also i think i might need a little bit of help there i have an 11 year old nearly 12 she is but i think probably more like 15 really perfect perfect so i will send you an invitation we will have a workshop in English or but you speak Czech as well i i i speak a little bit of bad check yes and i probably understand a little bit less so

That you understand yeah i probably understand less than than a lot of people think i do though i do a lot of guesswork in mine yeah but i like to i like to keep communication going you know so i don't like to stop people and say oh can you repeat that which probably from my side is um is a problem because then you know sometimes the conversation might get too far down the road and i really am lost um so my my advice would be to any English learners listening is is yeah stop people ask ask them to repeat it ask them to slow down tell them you don't understand especially if it's an important situation usually when I'm speaking Czech I'm sitting in the pub and it doesn't matter too much but if if I'm at the doctor's for example i will ask them to repeat it just to make sure that they don't amputate the wrong leg you know

To reply to your question, yeah we do video marketing and educate people about you know about mental health and benefits of nature of course

Through what platforms are using to to reach people you talked earlier about social media

yeah I'm using Facebook and also linked in for you know professional connections and i also have Instagram but i don't care about it too much because it's a lot of it's a lot of work and also we do sometimes uh webinars about this topic and i have blog so I'm writing articles uh about mental health and nature yeah um what would your advice be um in terms of uh both the English and the marketing side of things um take the marketing first because we're on that um you know uh in terms

of writing blogs how often are you doing that um is it a way that you can build a relationship do you feel with people and uh how useful has it been to you

i write i would say two times a month

and then i promote it on social media and i think what is good approach is to take your article and promote it in specific groups on Facebook because you get attention and sometimes discussion about about the topic and i think because you have to choose your target group and your market you are targeting too uh so i think that Facebook groups are a really good way how to promote your work and also i do the same on linked in but they're I'm not part of of any group but i have like i have my own page and of course more connections uh on my you know personal page and i have also my business page for therapy in the forest and there is there is less people so i promote it on both pages uh as well and actually when i started with the therapy in the in the forest i was thinking okay so i need to get to know some people from companies how i will do it so i decided that I'm going to write some articles uh about companies approach to people during the pandemic so i wrote a free free articles and interviewed i don't know about 10 companies so i got some new connections they say that someone is interested about their approach to mental health so yeah i think i think this kind of way works absolutely absolutely that sounds brilliant uh and um final question um what what are you as a non-native speaker somebody learning English for business specifically like what are your most useful tips or experiences that you can share with us speak like if there is any possibility to speak in English just do it and read a lot and listen to podcasts uh i don't know what what you like a lot like do it every day to get used to it i have to remind myself every day it takes time because at the beginning i thought that in one year I'm going to have business in every big city in the Czech republic I'm still in Prague uh um i probably have a lady in in bro one lady so yeah it is growing slowly yeah what are your future hopes and plans you know you talk you talked about like you you imagined that you would be all over the Czech republic within a year that hasn't happened have you re-evaluated yeah so actually i would like to be in every uh bigger city in the in the Czech republic uh it means 13 cities according to uh counties cry cried in check yes and so all the county capitals yeah yeah exactly so this is uh the first goal the second goal is to have uh actually my own resort because I'm gonna have like tiny houses in uh krishna because I'm from so I'm gonna have these wood cabins and there will be you can you can stay there alone or with your family you can work there you can have journeys with a therapist yoga meditation and so on so this is my this is my main goal yeah that's all it sounds lovely idyllic if people want to uh to check out your therapy in the forest how can they do that no there is there is a website uh www.terapievlse.cz

or there is Facebook therapeutic lesson and LinkedIn - terapievlse and Instagram interactively as well. Fantastic so covering plenty of bases yeah I'll put some links to the show notes in the show notes as well so if anybody wants to come they can come and check it out thank you very much marketer it's been amazing and I'd like hopefully if we can do this again in the future and you'll have some new stories to tell thank you very much thank you it was amazing thank you so thanks again to marketer for that fantastic chat what's the main lesson to be learned from marketer well I'd say it's to push yourself to speak to try and communicate in English with anyone you can in any situation be brave enough to put your pride on the line be open enough to make mistakes but be understood if you'd like more advice on speaking and uh overcoming a fear of speaking if that's one of your issues you can go to my website uh there'll be links in the show notes I've written several times on on overcoming fear of speaking uh and just a final thought while you're focusing on the positives um i should also point out a couple of things to remember marquette said she didn't mind if i do this in fact she wanted me to do this um just a couple of things um when she used the verb interested she got the preposition wrong i can't remember which one it was but what you should say is to be interested in something to be interested in business to be interested in marketing to be interested in podcasting and the other one is that the the verb that um we use um with the word mistakes if we're talking about mistakes um most of the time i hear people say they do mistakes you

will make communication people will understand but as a native speaker we all say make mistakes so that's a little one to remember there maybe you can hear my dogs barking at me in the background that means it's time for their walk and thus time for me to leave you after this first episode i hope you've enjoyed it um I'd love you to leave me a little review and leave me any comments uh you'd like to there and uh of course you can visit my website richardhill.cz get in touch with me there I'm on Facebook LinkedIn the usual places next week i will be back with an interview with a really interesting guy peter fodor who is from a company called app agent and they help uh companies who are developing applications for mobile phones he his company helps them to market those applications uh that's a really interesting chat and i hope you can join me all right take care for now bye-bye