

Small Business Development Center

From Holistic Personal Training to Complete Wellness Success!

Sophia Gatti Taylor knew she wanted to make people over from the inside out, creating new better versions of themselves – so she created Wisdom Wellness LLC, which has been helping individuals balance their mind and body with a holistic approach ever since spring of 2012. After attending the Entrepreneur Training Program at the UWM Small Business Development Center, Sophia gained clarity on how to put her business into action and start helping others to be “Wise and Well®.” Wisdom Wellness officially launched as a personal training based service business, but has grown leaps and bounds since then, adding new product lines, speaking engagements, and small business workshops.



Having worked in the retail fashion industry for most of her life, Sophia’s first business idea was for a boutique which would sell women’s fashion in the city of Milwaukee. But after researching the industry trends, she decided to focus on something else. After experiencing her personal transformation by practicing different holistic modalities of wellness, both dietary and movement based, it was obvious that it was time for Sophia to share with others what had transformed her life. In fact, when she looked at the needs in the area, there was plenty of opportunity to incorporate healthy and well living into Milwaukee.

Drawing on her previous experience in sales and managing other people’s small businesses, Sophia decided it was time to do this on her own. Even though it was challenging finding the time and resources to put into a business startup when she first launched Wisdom Wellness, Sophia maintained the focus required to make it successful. Being a working, single mom, it was tough, but

like any business owner who wants to succeed, she made it happen.

Sophia says the most important lesson she learned from the SBDC was to incorporate a long-term strategy into her business planning. Initially, she was thinking about a one-year plan with her personal training, but came to realize there was far more potential in her system than just one service. The ability to think three and five years out gave her much more opportunity to bring different wellness techniques from around the world to her customers, while maintaining profitability.

Community involvement has been central in the success of Wisdom Wellness. Sophia launched Balliamo Bambini, a mind/body workout for parents and children held at the Italian Community Center in the Third Ward of Milwaukee. Also, the company’s charitable arm, the Health and Wealth Fund, recently lent support to the Love and Care Community Center, assisting low-income urban teen moms. Next, Sophia will launch a project to assist the veterans support service, Dryhootch. The key to success for Sophia and Wisdom Wellness is refining the inner and physical self and integrating lifestyles that lead to overall wellness. For more information on how to live Wise and Well® visit

www.wiseandwellsophia.com.