



Brandi Smith-Young, Perfect 10.0 Physical Therapy and Personal Training

As founder and owner of Perfect 10.0 Physical Therapy and Personal Training Brandi Smith-Young strives to provide custom-tailored quality care to gymnasts, cheerleaders, dancers and athletes in other related disciplines. As a former high school cheerleader and **TWU** gymnast and coach, Brandi knows what a difference good care can make in enhancing sports performance or returning athletes to competition.

Brandi graduated from **TWU** in 2003 with a B. S. in Kinesiology and a minor in Personal Training with the designation *Summa Cum Laude* (3.9-4.0). She holds two national titles as a **TWU** gymnast. Her M. S. in Physical Therapy is from Texas State University, also *Summa Cum Laude*.

TWU Gymnastics Coach, Frank Kudlac isn't surprised at Brandi's success. "Brandi was one of our gymnasts that worked extremely hard and stayed focused 24/7 to accomplish her goals in gymnastics. She by no means shied away from setting her goals high and reaching them."

Coach Kudlac has followed Brandi's journey since leaving college. "Her work ethic coupled with her academic success at **TWU** gave her the tools necessary to be successful after she left our nest... I am not surprised by her success and ambitions in starting her own company. Not only is she using the skills she learned here at **TWU** but is not giving back to our sport and the gymnasts and athletes to make their training safer, more efficient and scientifically sound."

TWU Alumni Connection recently asked Brandi these questions about her entrepreneurship.

Connection: What motivated you to start your own business?

Brandi: As a former gymnast and having injuries, I felt there was a need for something like I offer. It seemed like when a gymnast or cheerleader got injured after therapy, there was no transition between therapy and full sport. As a coach it was hard to know what an athlete could and could not do in the gym and when to start what. I felt I had a unique set of skills to share with the gymnastic and cheerleading community.

There is a void that needs to be filled for athletes to return to full sport with optimal performance. In many cases I found gymnasts and cheerleaders don't get care for their injuries. Many times this is due to lack of knowledge or fear of having to completely stop their sport. I felt I could offer education to both athletes and coaches so they realize it is better to take care of a small injury than to wait until it is time to have surgery. I also want to educate both of them that many times, specifically modified gymnastics or cheerleading is more beneficial than no activity.

Connection: What has been your greatest challenge in getting your business off the ground?

Brandi: My biggest challenge is educating the community – changing the mid-set of the athletes, parent, and coaches. The culture of these sports is to “shake-it-off, suck-it-up and keep plugging away.” This makes it hard for everyone involved (athletes, parents, and coaches) to discern what is normal muscle soreness and what is an injury.

One of my greatest challenges has been to dispel the myth that if they go to the doctor or therapist it means no more sport or their season is over. Gradually, with success stories and word of mouth, gymnasts, coaches, and parents are realizing together we can come up with a plan based on their goals at the time. Sometimes this involves decreased repetitions or specific skill, use of lower impact equipment, along with a very specific exercise regimen.

Connection: Do you have any advice for other TWU alums who might be thinking about starting a business enterprise?

Brandi: Owning your own business is amazing! It is fun and exhausting all in one! Don't ever give up!! I proposed my business to many different clinics in an attempt to take as little risk as possible and try to accomplish my goals under their umbrella. In the end, I ended up proposing a leasing agreement for space in a clinic with an already established niche with runners in Austin --thus, placing all of the marketing burden and financing on myself. This was a very daunting task.

I have spoken at several conferences and marketed at various meets, high schools and clubs. I get a lot of closed doors, so just know that as one door closes --and at times when it seems every door is closed-- sometimes you just have to wait for a window to open. The keys are passion, perseverance, patience, dedication and desire. Never lose sight of your ultimate goal.



Brandi and Stuart Young

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