

Clodagh Shannon

Nonna Diary



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Nonna Diary started as a hobby to inspire Kerry woman Clodagh Shannon on her own weight loss journey.

Formerly a Kindergarten teacher in Abu Dhabi and hotel receptionist, the Killarney native took a leap of faith to establish her business in May 2018 having noticed a gap in the market for the quirky, motivational fitness and weight-loss diaries she designs and sells on her website.

Life has been a rollercoaster for Clodagh since founding Nonna Diaries which she operates from her Kerry home.

The first goal she set for herself was to sell out her inaugural collection of 300 diaries in three months. Instead, they sold out in three weeks and it wasn't long after she took on the role full-time.

But as an entrepreneur in rural Ireland – leaving behind a job in an office with 20 colleagues – Clodagh felt somewhat isolated in the early months of her new quest.

She joined ACORNS in October 2018 and now enjoys the opportunity it gives her to bounce ideas off fellow participants who have quickly become good friends.

Clodagh designs all of her products which are then manufactured in the UK.

Her next goal is to slightly rebrand and expand her stationary to include even more useful and motivational merchandise to further spur women on in their fitness and weight loss journeys.

She hopes to infiltrate the UK market in the next year and also has plans to move into a town office so she can further enjoy that famous Kerry social charm and continue to grow her business.

