



## AMBMARKETING

Working for yourself - it really is a

**liberating**  
experience

Ann Brine, ambmarketing, Eastleigh  
[www.ambmarketing.co.uk](http://www.ambmarketing.co.uk)

Ann's company is a full-service marketing agency, a one-stop shop for all marketing needs. She operates a small business with a big business mentality, dealing equally well with the complex challenges of her small as well as her larger clients. ambmarketing works with designers and writers to get the right style of marketing for the right client. Years of corporate marketing, agency work and lecturing were all rich learning experiences for Ann, which she applies to her work.

# LIBERATING



Ann had been thinking about starting her own company for some time, but she was worried about the risks involved. "I have always been risk-averse and afraid of getting into debt. I was also concerned about being able to continue putting my children first." Being made redundant from her corporate marketing role turned her thoughts into a need. Ann knew she had to move quickly.

Knowing about the help and training Business Link could offer, Ann called their hotline and simply asked "how do I set up my own business?" The first piece of advice she received was to find a good accountant and continue to keep a grip on finance. On their suggestion, she attended the *Start Up Programme* and a project management course, both of which put her on the right track. "I go to Business Link events; I talk to their HR advisers; I get telephone support when I need it and it's also a great help for Freya, my new assistant. I believe it is a logical step to receive help; you can't grow your business without it."

Through Ann's drive and self-motivation to obtain help, the business was a financial success from the start. Yet this created its own hurdles. "Business took off so suddenly I wasn't prepared for juggling a family/work balance." She is now considering employing more people.

Ann admits she puts pressure on herself to grow the business, but likes to know that financially she is self-contained. She has turned down investment offers so that she grows in a manageable way, and being her own boss allows her to do this. "If there's one thing I've learnt along the way, it's that good financial management will make you successful in so many ways." That first and small piece of advice from Business Link has turned into a keystone for her business.

Being her own boss has brought many other positive changes to Ann's life. "I have a fundamental dislike of being late, so it is the greatest relief to know that I'm never late, not for work and not for the school run ... it's so liberating."

For further information on setting up a business,  
contact Business Link on 0845 600 9006  
[www.businesslink.gov.uk](http://www.businesslink.gov.uk)