



## COLOUR ME BEAUTIFUL

Working for yourself gives you

**courage**

and strength

Helen Collins, Colour Me Beautiful, Faversham

[www.thecolourtone.com](http://www.thecolourtone.com)

Helen works with women to give them confidence through colour and the knowledge of colour. She teaches women to understand how colour affects their moods and how they are perceived. Using this information they can approach fashion with confidence, knowing what suits them, how to combine colours for each season and what's suited to their shape and colouring.

# COURAGE



When she discovered Colour Me Beautiful, Europe's leading image consultancy, Helen realised that it could lead to an unexpected and inspiring business opportunity. "I loved what it could do to make women feel better about themselves." She went to a Colour Me Beautiful meeting: "I wasn't expecting to meet so many positive and enthusiastic people or that I would leave feeling so good and with thoughts of setting up my own business as part of the franchise."

Helen attended a training course with Colour Me Beautiful and was hooked, even though she was worried about how she would balance her existing job, this new opportunity and her life! She was also concerned that she knew nothing about running a business.

A former colleague suggested that she approach Business Link. "They sat down and talked me through everything. My mentor gave me advice on marketing, accountancy and helped me put the right procedures in place. She suggested that I attend a *Look Before You Leap Course*, which was aimed at making sure I knew what I was letting myself in for, and I leapt!"

Recently, Helen and eight other newly formed businesses, supported by Business Link, exhibited at a major Kent trade show. Their mentor helped them to prepare for the event and stayed with them for the duration. Helen has gained a huge amount of confidence from her new business and the training events held by Business Link. "I was a speaker at *Girls on Top 2007*, a women in business workshop, actually helping other women. I was amazed at my own courage."

Helen has acquired many business skills in an incredibly short time. She has also learnt to prioritise and be selective over projects and setting up her own website was a surprising accomplishment for her. Highlights for Helen are when people leave her consultations having learnt from her: "I love the feeling, I can see confidence in their faces." Helen loves what she does and it is going from strength to strength. "It is great to find that there are people out there who will help me and want nothing in return – it's astounding! Once you've taken advice and you believe in your idea, just do it – have courage and see what you can achieve."

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