



POTTYTREE PUPPETS

Working for yourself gives you
self-belief
to achieve

Jo Bryant, Pottytree Puppets, Twyford
www.pottytreetpuppets.co.uk

Jo runs comedy puppet shows, social education sessions and puppet making workshops for children and teachers. She also uses puppets and role play in workshops aimed at exploring aspects of child and adult behaviour.

SELF-BELIEF



With a background in teaching and drama, Jo realised how effective puppetry can be in enabling children to communicate. She found it to be particularly effective with children within child protection units and with those for whom English was not their first language. Word quickly spread and suddenly Jo was inundated with potential business. "I really didn't know what steps to take next. I didn't know or understand the processes or legislation that I would need to follow."

After chatting with friends, Jo was advised to contact Business Link who recommended attending a one-day-a-month course for 12 months that would help her with everything. "I was delighted that Business Link helped me so much. I even won a Creative Business Achievement Award for the business which increased its turnover by more than £15,000 over the duration of the course. There were 25 people on my course and seeing them succeed too was great motivation."

As Jo continued to work at setting up the business she faced all the juggling nightmares that mums face. However, she found it incredibly reassuring to be able to go to her mentor at Business Link and ask for help at any point. "They have taught me everything I know about business and my mentor was wonderful, in fact I've named one of my puppets after him as he was so full of wisdom!"

Pottytree Puppets has become so successful that Jo is working on the business full-time and is even looking to take on more staff to help. Being able to use her years of teaching and drama to entertain and help both children and adults has breathed new life into work for Jo. "I've got back the joy and enthusiasm for work again."

One of the key elements to success that Jo found from setting up her business was the need for self-assurance. "I am more confident and have much greater self-belief. I'm really proud of the work that I do. I've learnt that if you are prepared and know that you are the best person for your job then you will succeed."

For further information on setting up a business, contact Business Link on 0845 600 9006 www.businesslink.gov.uk