

“Live your dream – never ever give up the idea that you can achieve your dream – your way – and remember, it’s never too late.”

Louise Taylor, Iona Jette’s Motivational Arts Company



“I believe in think big, start small. When I met Jon Yon of The Newhaven Enterprise Gateway I was bewildered as to what business to set up – and my idea was not the one I ended up with. I have been writing and performing as a comedy artist for 20 years, as well as teaching and giving talks for more than 15 years. I felt that being my own boss was the only way I could find fulfilment, the freedom to be creative, to think out of my box and find financial security.

The Enterprise Workshops at The Newhaven Enterprise Gateway reminded me of where I had come from with my business expertise, ideas and talents – to focus on what I really wanted, and to cope with my fears about starting from scratch in a new area.”

The workshops were three day courses and were delivered by women trainers. The first day covered a range of topics on ‘starting a business’. The second day was a finance workshop and included Tax Matters and Book Keeping. The last day of the course took place three weeks later: it was a follow up day to reflect upon what they had learned.

“I’m over 50 and tired of hearing you’re too old, too experienced, too expensive. Oddly enough, enabling others to find which way to go is one of my talents and strengths. I have a gift for being able to make people laugh on and off stage.

I now have wonderful new friends and a terrific team of co-creators - again mostly thanks to The Newhaven Enterprise Gateway. My initial goal was to find my way back to life, love and retail therapy. And with the help of the Enterprise Gateway and from my own input and experience I know I’m nearly there.”

For further information on setting up a business, contact Business Link on 0845 600 9006 / www.businesslink.gov.uk or find your local Enterprise Gateway at www.enterprisegatewaymagazine.co.uk



ELEMENTS OF BUSINESS SUCCESS:

ENLIGHTENMENT > finding the sense behind the chaos, getting to the heart of the matter, realising the truth

Louise Taylor, Iona Jette’s Motivational Arts Company, East Sussex
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Louise’s company delivers performance and healing arts courses and talks which entertain, educate and enlighten through the power of comedy. They are also used for motivational training and personal development.

ENLIGHTENMENT