

A series of interviews with successful local business people. In this interview we meet Joan Williamson from PhoneJoan

So Joan tell me about your background before you set up your own business?

I'd worked in Customer Service for over 20 years in the IT industry, being responsible for managing both hardware and software support staff in Europe.

How did you get the idea for your business?

A lot of my friends never seemed to have the time to get things done and often called on me to 'fix' things for them. I was aware of the growing demand for Lifestyle Management type services and felt there was a market for that in the local area. As I enjoy helping people it seemed an ideal opportunity to mix business with pleasure.

Why did you want to work for yourself?

I was made redundant in 2002 and it seemed a

perfect opportunity to branch out on my own.

Tell me more about your business and exactly what you do.

PhoneJoan provides a range of services for busy people. I take care of those things they just don't have the time or the inclination to do themselves. Examples include providing and organising reliable



tradesmen, supplying domestic cleaners and ironers, personal shopping and secretarial services.

What do you like about being your own boss?

Having the freedom to plan my own time and being in control of my own destiny.

..though I guess there are disadvantages as well?

Sometimes it can be stressful having to juggle

all aspects of the business on my own, eg sales, book keeping, administration, invoicing, marketing etc.

What qualities do you think you need to successfully set up and run your own business?

Passion, determination, commitment and most importantly, support from your family.

What advice would give to any other budding entrepreneurs?

If you really believe in something give it a go, be realistic, do your research and don't try to run before you can walk.

Finally, do you enjoy working for yourself and would you recommend it?

Absolutely, it's the best career move I ever made. If someone is passionate about their venture and is a self-starter then there can be no better way to spend their working day.

01252 612033

www.phonejoan.co.uk