



Turn your talent into turnover

Turn Your Talent into a Business

A guide to earning a living from your hobby

by Emma Jones

Written in plain English, this brand new book, by small business expert Emma Jones, takes readers step-by-step through the process of turning a hobby into a business, and is packed with case studies and top tips from people who have successfully done just that.

Emma Jones says:

"There's never been a better time to take the first steps to becoming your own boss. You can start whilst keeping the day job, on a bootstrap of a budget and in the knowledge you're not alone; the number of people searching for the term 'start-up' has increased by 25% over the last three months and Companies House are recording month-on-month increases in the number of people forming a new business."

Produced in partnership with *Country Living* Magazine, this book is for anyone who has a passion, skill or hobby and an interest in turning it into a business.

Readers will discover how to:

- Make sales beyond friends and family
- Promote their brand and become well known
- Register the company and manage finances
- Embrace technology to save time and money
- Convey a professional image both online and off
- Create a support network and work with partners



Plus, it includes great case studies from small businesses such as Alex Gooch who is winning awards for his artisan bread, to Jane Fielding who is selling cushioned love letters across the globe. Above all, it shows readers how to make money from doing what they love!

Emma continues:

"People are rapidly realising you can start a business in your spare time and on a budget of less than £100, with the end result being freedom and flexibility to choose when, where and how you work. If being in control of your working life and earning from doing what you enjoy sounds attractive, this book is for you."

Emma Jones is a business expert and author, and founder of small business support company Enterprise Nation. Her books include *Spare Room Start Up*, *Working 5 to 9*, *Go Global* and *The Start Up Kit*.

Following a five year career at an international accounting firm, Emma started her first business at 27, from a spare room in her Manchester apartment. That business was sold 18 months later, and the experience led to Emma's next venture, Enterprise Nation. Its website (www.enterprisenation.com) was launched in 2006 and became the most popular for home business owners in the UK, attracting over 100,000 visitors each month.

Enterprise Nation has evolved to help even more would-be entrepreneurs. It now produces books, kits, online tools, video clips, friendly forums and weekly classes for anyone wanting to start and grow a small business. Emma is also a co-founder of national campaign, StartUp Britain.

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Media Notes

Turn Your Talent into a Business is the first book in a series produced in partnership with *Country Living* Magazine. Other topics in the series will include food businesses, fashion businesses as well as how to run a successful B&B.

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Interviews with the case study companies are available on request.



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