

CASE STUDY: Susan Edwards, Magnum PA



SUPPORT Susan Edwards has sound advice for people taking the plunge.

SPECIAL weeks providing advice and encouragement for people who want to go it alone are a "brilliant" idea, according to self-employed Susan Edwards.

Mrs Edwards, who set up Magnum PA 18 months ago to provide personal assistant support for businesses, said: "It's a real marketing campaign. Lots of people have business ideas but don't necessarily have the confidence to do it. You are taking away the barriers.

"Say you're a working mum, without something like Enterprise Week, they maybe wouldn't know where to look."

But the Morpeth-based businesswoman says there should be a greater focus on helping normal working people to set up their own enterprises.

"A lot is aimed at young people and I think it would be great if more was aimed at older people," she said.

"Loads of women and men are in low-paid jobs - take beauticians for example - if they go self-employed, they could be earning four times as much."

She believes there should be more advice clinics during the evening and weekends because many working people cannot attend 9-5 events.

"There is a lot out there if you are from a difficult background, there is not as much if you've been to university and are from a normal working background. It would be nice to open it up and have Business Link advice centres open to say 10pm during that week," she said.

"Just think of the people you could inspire..."