



The world seems full of people eager to take your money and offer you their own 'unique' formula for business success. In my view, most of them are more focused on their own needs than yours. Additionally, there's no mystery about what makes a business succeed. It's simply a case of finding ways to help other people achieve their goals by doing stuff you enjoy and are good at.

This is as true for the major corporation as it is for the sole trader. You only buy a product or service if its value to you is greater than the cost.

However for the entrepreneur, simple isn't always easy! Sometimes you need someone to come in and take a look, spot overlooked opportunities and spear a few threats.

People usually invite me to help them when they:

- Want to start a business but don't know how
- Need more customers
- Have run out of money and need a quick business fix
- Have run out of steam and need the business boiler stoking up!

My fees depend on the complexity of the project, the difference I think I can make and to be honest, what I think you can afford. In fact I prefer to ask my client to suggest what my fee should be. Then we negotiate!

Finally, remember that as a writer I need constant exposure to new and interesting challenges and conundrums. Whatever your need or budget, if you think I can help you then please ask me. Even if you cannot afford to buy any of my time, I might be able to give you some ideas and suggestions.