

TURNING IDEAS INTO BUSINESSES

Having left the BBCWW Brands Team, Wandsworth mum of three Susannah now helps parents achieve a better work/life balance by giving them the tools to market their business

Tell us a bit about your business.

In 2017 alone, I helped set up over 55 new businesses; 50 of which were for parents who wanted a better work/life balance around their children. Some had established businesses but no brand identity; others had an idea and didn't know where to start. I create, set up and print logos, branding, packaging, marketing, social media and websites - all in one place.

What do you enjoy most about what you do?

Without a doubt it's the heart-wrenching gratitude from the parents who have dreamed of running their own business for years. To have their business up and running in a matter of weeks is their dream come true. This has been the most rewarding experience.

What have been the high, and low, points of your career to date?

After 20 years of working in music and television, my role was closed and redundancy was offered. With three children and a London mortgage, I was terrified; this was the first time in my life I didn't have a secure income.

I joined every agency, studio and online freelancing service I could find and waited! Nothing! I decided there and then if I was going to make any money I had to find it myself. I started looking for business. I set up two close friends' new businesses and since then the response has been phenomenal.

What do your clients value most about your services?

Reading their reviews, I would say it's the passion I put into my clients' new businesses. I don't just provide their business tools, I'm there to support their business needs. I believe they will be successful and I'm there for that journey.

What can you offer clients that competitors can't?

I know how tough it is to start your own business, especially if you have little ones around. Some agencies charge a fortune for just the branding. I offer an affordable solution for all of your business needs with flexible payment schemes. So if you're reading this and you've made it to the end, call me for a chat.



**SUSANNAH
PERRY-
GREENE**

Perry-Greene Design

07957 444716
info@perry-greenedesign.com
www.perry-greenedesign.com