



**NAME**  
BRYHER SCUDAMORE

**COMPANY**  
AUTODOTBIOGRAPHY

**TITLE**  
MANAGING DIRECTOR

**WEBSITE**  
AUTODOTBIOGRAPHY.COM



PROFILE **BRYHER SCUDAMORE**



After a successful career in journalism, at 60 years old Bryher Scudamore made a bold move – using her life savings and mortgaging her home she decided to create her own autobiography business.

Bryher Scudamore is the founder of autodotbiography, a company which creates autobiographies for the normal, everyday individual.

Bryher was inspired to create her business after her beloved mother, Peggy died. Whilst going through Peggy's belongings, Bryher came across her mother's old photos and letters and realised how much more there was to discover about Peggy's life which Bryher would now never have the opportunity to find out. Bryher desperately wished she had learned more about her mother's life while she was alive and knew that many other people who had lost a loved one would be in a similar position.

At this point, the autodotbiography seed was planted in Bryher's mind - Bryher began to think about creating an autobiography business for the every day individual. She knew that the rich or famous, could employ expensive ghost writers to pen their autobiographies, but that the majority of people couldn't afford such luxuries despite still having a precious story to tell.

Bryher had a good working knowledge of new technology and writing. Furthermore, having previously worked at the BBC for 25 years, she also had a true appreciation of storytelling. As such, she had all the tools she needed to create a business which could produce an autobiographical story for every person at a reasonable price. This way, no one's memories or life story would ever be lost.

She employed a webmaster to create the coding for the system, while she designed the structure of the questions for the database. The system would ask the client a series of questions which they could answer in their own time and at the end, an autobiographical book would be made and sent to them. Bryher also recruited 10 testers in her target age group who were tasked to go through the same question answering process as the

client but in a 10 week time frame. This way Bryher could see if there were any faults in the system and correct them before the business went live. In a canny move, Bryher made sure that the testers were incentivised to complete the process properly by promising them a free autobiography at the end of it, as well as another chance to go through the process once all the faults were fixed. After the 10 week process, Bryher made all the relevant changes and autodotbiography was ready to go.

After a successful soft launch of the product in February 2011, where 20 books were sold, the popularity of Bryher's business was confirmed. She had launched the product in November 2011 and had a brilliant response. Currently, the business is going from strength to strength and Bryher is delighted with the feedback so far. Bryher's key piece of advice for other over 50s who are thinking of starting up their own businesses is to research – 'researching is so important! You need to see if you are going to offer something that people actually want.'

Bryher is a keen supporter of The Prince's Initiative. 'I was delighted to find that The Prince's Initiative existed and the services they offer are absolutely fantastic. I believe the charity is tackling a very important issue as lots of over 50's have a real problem with finding employment.' Bryher is also a registered client of The Prince's Initiative and is hoping to attend a networking event soon - 'The Prince's Initiative's networking events are an excellent idea as they offer the chance to talk to people with different skill sets.'

In the future, Bryher wants to build her autodotbiography empire further by expanding into the online autobiography arena. Her idea is for her client's stories to be available online in a secure private area which family and friends can access and add more memories. In this way, Bryher will be creating a huge network of online biographies so that memories can never be lost from generation to generation.

If you're interested in Bryher's exciting venture or want to find out more about creating your own autobiography then log on to [www.autodotbiography.com](http://www.autodotbiography.com)

If you would like to learn more about Senior Enterprise visit the website [www.seniorenterprise.ie](http://www.seniorenterprise.ie)

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