



NAME
STEVE TIERNAN

COMPANY
PENNINE PUBLISHING
CONSULTANCY

TITLE
FOUNDER AND
MANAGING DIRECTOR



PROFILE **STEVE TIERNAN**



Before becoming self-employed, Steve Tiernan worked as the Business Manager of Private Eye Magazine and was responsible for the publishing function of the magazine for over six years.

Unfortunately, in 2010, Steve was made redundant when the company outsourced the work from his department for cost saving purposes - *"I had worked there for such a long time and was disappointed to be let go. I did try and find another job but I was in my mid-50s and my employment options weren't great. I had a couple of interviews, but generally found myself in a situation where employers found me over qualified."*

In 2012, Steve decided that self-employment was a great option for him and set up his company 'Pennine Publishing Consultancy' - *"My skills are in managing the functions which take place at the end of the editorial process. I offer a variety of services, such as managing printing, physical distribution and looking after newsstand distribution sales. I was lucky and managed to get clients from day one of setting up the business! My clients are often people who run relatively modest circulation magazines and my role is to look after the commercial side of their business on a freelance basis."*

Although Steve managed to obtain clients for his services, he still felt that something was missing - *"Although I had early success with finding clients, I realised I had lots of*

gaps in my knowledge in terms of actually running a business. I needed a proper business plan and a strong foundation of knowledge." It was at that point that Steve came across The Prince's Initiative, partner of Senior Enterprise, an INTERREG IVB NWE supported initiative and found the "Preparing to Run Your Own Business" course, which he signed up for immediately.

"The course was really beneficial - I'm using everything I learnt on the course every day and feel much more confident in my abilities to run a business. I also found sharing experiences and ideas with a room full of people of a similar age and background really encouraging. The course was even delivered by someone in their 50s who had been through a similar situation to me - the environment was really intellectually stimulating."

Steve has now finished the "Preparing to Run Your Own Business" course and has accepted a mentor from The Prince's Initiative, which he is finding really useful. *"The Prince's Initiative has really helped me into self-employment. Their help has provided me with a business toolkit and skills which I didn't have before."* Steve is enjoying being his own boss and is excited about what the future holds for 'Pennine Publishing Consultancy'.

For more information on Pennine Publishing Consultancy, visit www.pennine-publishing-consultancy.co.uk.

If you would like to learn more about Senior Enterprise visit the website www.seniorenterprise.ie

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