



NAME
ANNE WILLIAMS

COMPANY
LINCHPIN PA

TITLE
CO-FOUNDER AND
MANAGING DIRECTOR

WEBSITE
WWW.LINCHPINPA.CO.UK



PROFILE ANNE WILLIAMS

Anne Williams, 57 from Newcastle, set up her virtual personal assistant business 'LinchpinPA' after she was made redundant. Anne began her career with Procter & Gamble and then moved into the TV industry at BBC Newcastle. From working as a secretary on the news magazine programme to becoming a production assistant - Anne developed excellent project management skills and thrived in the fast paced and exciting environment of television. Anne even had the privilege of meeting Catherine Cookson, worked on the election programme the night that Margaret Thatcher became Prime Minister and is proud to have worked on the first ever Great North Run.

Despite enjoying her role, Anne struggled with the work life balance of the television industry - specifically the unsociable hours. When her children were born, Anne desperately wanted to spend more time with them and decided to leave her job.

In a move to have control over her working hours, Anne and her husband opened a printing shop which they owned for over 12 years. However, seeing the digital revolution approaching, the couple decided to give up the shop in order to get the most money out of their enterprise.

After re-training on new computer systems, Anne found a couple of great roles over the next few years, such as working at the National Trust and then moving on to a job at the Arts Council. She adored both roles as they were fulfilling and also gave her the hours she needed to spend time with her family.

Unfortunately, two disasters forced Anne to think about alternate employment options - she was made redundant from

her job at Creativity Culture & Education and an accident left her with two slipped disks. Anne began to think about self-employment and with her children no longer needing her support, came up with a great business idea which she wanted to develop - a virtual personal assistant business called LinchpinPA.

Anne said: "I wanted to operate a service that I was passionate about and one which utilised my administrative and project management experience - I'm a born organiser! The business offers secretarial/PA services, events co-ordination, travel planning, and audio transcription."

Anne searched online for some support to help her with her new enterprise and signed up to the Preparing to Run Your Own Business from The Prince's Initiative for Mature Enterprise (The Prince's Initiative), part of the Senior Enterprise project.

Anne said: "The course was fantastic - the business planning element focussed my thinking towards finances and marketing. Even now, I'm always referring back to my worksheets!"

After completing the course, Anne was equipped with all the tools she needed to run her business with confidence. Anne already has a number of clients and excellent testimonials for her services.

Anne said: "I'm loving self-employment. Of course, it's scary but it's also incredibly exciting and fulfilling - I'm so glad I went for it!"

For more information about the Preparing to Run Your Own Business course, please visit www.prime.org.uk/courses or email info@prime.org.uk.

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

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