

SECRETS OF MY SUCCESS

Two women on top of their professional game talk to *Pride* about the challenges and rewards that come with being a successful businesswoman.

Name: Lisa Newton **Age:** 28 **Occupation:** Founder of www.booglesltd.com

Lisa set up Boogles Ltd, a bookkeeping service provider, to help with money matters throughout the UK. Boogles Ltd includes bookkeeping training, legal cashing, money courses for women and the recently launched Boogles Kids Club, to help young people with maths and understanding money.

VISION: My mother inspired me to become an accountant, so I took a degree in Accounting with Marketing, and then a Master in Investment Management. In 1999, I was watching the episode of *The Oprah Winfrey Show* where her guest Robert Kiyosaki was promoting his book *Rich Dad, Poor Dad*. His idea was: "If you want to be rich, you need to learn how to be a business owner and/or investor". That's what inspired me to pursue my business. The year I graduated from City University, I formed Boogles Ltd. I had business advisors who met with me once in a while and helped me focus on my next steps. I started the business from home before expanding; now we have offices in Nottingham and London.

CHALLENGES: The biggest challenge was funding. I approached organizations like Business Link, GLE One London and attended some of the seminars they held. I created leaflets and business cards and read a lot of



books – *The E Myth* by Michael Gerber was particularly helpful. I went to some of networking events to promote the business and through word of mouth and recommendations coming in, my client base grew. I ploughed every single penny back into the business, and used all my spare time on growing the empire. People have a stereotypical image of bookkeepers being boring and just into spreadsheets and ratios, but I wanted to change that perception. We've tried to capture some of the fun and friendliness

through our character Boogles, who spearheads the organization. I've taken every challenge and made it into an opportunity.

MOST ENJOYABLE:

I love the networking – meeting people and drinking wine! I enjoy the variety, and there is never a dull moment in Boogles – it's always lively. I enjoy the writing, planning, accounting and marketing side. I least enjoy the individuals I've come across who think the way to get ahead in business is to lie and cheat!

5 KEYS FOR SUCCESS

- 1 HAVE INTEGRITY**
Be honest and ethical, and treat people fairly.
- 2 HAVE A PLAN**
Be clear about what you want to achieve. Write it down and use it as a guide.
- 3 KEEP AN EYE ON THE FIGURES**
It is a wise idea to get yourself a good bookkeeper.
- 4 HAVE SYSTEMS IN PLACE FOR EVERYTHING**
- 5 DON'T TRY AND DO TOMORROW'S WORK TODAY**
You'll risk burning yourself out.