IMPACT HUB Bradford

build your business

Jenn Wilson



Irregular

Tell us your story, what is a typical day in your working life?
I am irregular, so I don't have a typical working day. What I do is very varied. Some days I am doing my old job, which is in Performing Arts and other days I am working on my new business, Irregular Inc Ltd.
I provide coaching, training and support to people who are also a little bit irregular, a little bit different and a little bit outside the mainstream.

Tell us more about your journey as an entrepreneur? What were the challenges, as well as any advice you could share with others starting on their journey?
My biggest challenge has been getting my messaging right. Coming from a Performance Arts and nonprofit background, I'm used to securing funding and making a case for social impact. When talking to customers, though, I need to avoid "funding" language and connect in a more relatable, conversational way. My work focuses on consent, which is often misunderstood as a dry or complex topic. In reality, it's about empowering people to question, make their own choices, tackle people-pleasing, and follow what feels ethical and exciting in life. It's been tough getting this across, but now the business is doing well and things are looking up.

What are your hopes for the future in your venture? How do you envision your Business growth over time?
I hope that I can bring the message of being more Irregular and starting your own personal rebellion to more and more people through my work. To create accessible work which is available online, which people can access as downloadable workbooks, along with workshops and webinars. hey will also be able to book one-to-one and small group work with me or to join my membership which will be going live later this year.
People can also join my facebook group, which is free, as I am not just building a business, I am building a community of people who don't just want to fit in but who want to build a strong sense of belonging. Those who want to create more change around their lives creating a kinder, fairer, more playful and ethical and a more irregular world.

Who are your entrepreneurial influences and who do you admire?
I think in the business world the person Heidi Mavir, her business Eotas matters and her business evolved from her personal crisis. She built a business online Her book is a Sunday times best seller.
She has helped parents and done many other amazing things, fighting her fight and she is role modelling through her business.
She was the person who showed me that you can still be entrepreneurial and still live your life around your personal circumstances and still do work that makes a difference to people's lives and the world.

Tell us how the Build your Business programme has expanded your business knowledge? What have been the benefits of the BYB Programme? Have you gained valuable experience with the coaching, workshops and support?
What's been best for me about the Build your Business programme has been Saneeta, who is my business coach. She was there when I was completing the forms on Companies House, she helped me find the right codes to use. So setting me off to start the Business. She has been there along the way offering advice, sign-posting me to local groups and contacts and championing everything I do. She has been a brilliant person to share my ideas with.

What is the most memorable moment as part of the journey to being self-employed?
There have been a series of moments, but I think it started with me getting to a point in life where I stopped trying to be normal, and play by the rules and fit in with what was expected of me. I started to live by my values and take the leap, take the risk and break a few rules.
I started to live in a way that suits and fit's around me, WHy be square peg to fit in a circle hole, when you could be wibbly wobbly because that's the world we live in and that is what working for yourself is like. A world where you can shape your days, your passions, your life, your relationships, purpose and passions around the world that you want and that's been brilliant.
Would you recommend the programme to other budding entrepreneurs?
Yes, I would definitely recommend it to anyone wishing to start their own business.