

Done deal

SUE REEVE LAUNCHED HER BUSINESS FROM HER KITCHEN TABLE. SIX YEARS ON AND CONSIDER IT DONE IS TURNING A HEALTHY PROFIT

Sue Reeve launched her business, Consider it Done, in 2004. A modest start from her kitchen table has, over six years, developed into a wealth of contacts and know-how, not to mention a healthy profit.

Consider it Done provides organising services to time-pressured people - otherwise known as lifestyle management. Clients have their own member of the Consider it Done team available by phone or email to take care of the essentials that keep life ticking over smoothly. The team researches, problem solves, arranges, oversees and coordinates pretty much anything that life brings along. It could be the boiler that broke down on the day of an important meeting, the MOT that runs out while you are away, or the credit card that needs rescuing from last night's wine bar. These are just a few of the huge array of day-to-day logistics that each client's 'lifestyle manager' takes care of.

The team works invisibly in the background, paying meticulous attention to the details, while clients win back time, avoid distractions, regain control and are free to concentrate on what matters most.

Forward thinking businesses are realising the positive impact that lifestyle management services can have for hardworking staff as an employee benefit. Consider it Done has developed a range of tailored services for the business market, from office errand running, to support for expatriates setting up home in the UK.

Before becoming her own boss, Reeve had a successful corporate career with British Airways, Heathrow Express and Orange. She had the idea for Consider it Done while working long hours, often overseas, away from home, friends, family and UK time zones.

She says: "It was often impossible to organise the simplest thing during the day and the repercussions of not fixing the leak in the roof or renewing the parking permit got out of proportion. If there had been a service like Consider it Done then, it would have been a lifesaver."

WHAT'S THE SECRET OF YOUR SUCCESS?

A good idea, simply and creatively presented in a relevant way for the target audience. Our marketplace is crowded with competitors, but we have built a high ranking profile in our industry with a strong brand identity and clearly communicated service values. This, coupled with a star quality team, that deliver to exacting standards every time, means we shine, and clients keep coming back for more, bringing more clients with them. Thanks to our reputation, we have stayed buoyant through the tough economic times.

WHAT HAS BEEN YOUR BEST MOMENT IN BUSINESS?

All the moments of client recognition are great moments in the life of Consider it Done, because



Sue Reeve: "Having your own business is an addictive thing"

it means that what we do has made a difference. We have a pinboard in the office covered in 'thank you' notes and cards, and mountains of emails from clients saying they simply don't know what they would have done if we hadn't been on hand.

We're working with a US company at the moment who are establishing a UK presence, and we've been able to bring our local knowledge and hands-on help to a situation where there is a big investment at stake. From relocating their executives, to setting up the IT and telecoms infrastructure at their new office, I've lost count of the times they have said they couldn't have done it without us.

AND YOUR WORST?

When a client you have worked with for a long time has a change of circumstances, which means we lose touch. A redundancy, a relocation, or a bereavement, which changes life for them completely. We get to know clients well and it's a bit like losing a friend. Thankfully, it doesn't happen very often.

HOW DO YOU BALANCE WORK AND FAMILY LIFE?

I try to take my own advice. It's about knowing when you need to make yourself, and those closest to you, the priority, and making time to do the things that are important to you. Spending time with people who are nothing to do with work is refreshing and has you looking at things in different ways.

WHAT MOTIVATES YOU?

Having your own business is an addictive thing - you can't stop thinking about it, and the more you invest of yourself, the more you see the returns. Solving

problems and pleasing clients gives me a buzz each and every time. And having started up a venture that provides jobs and creates commerce in its own right is hugely satisfying.

WHAT ARE THE CHARACTERISTICS OF A GOOD BUSINESS OPPORTUNITY?

The best test of a good business opportunity is one that sells easily because you're talking to the right people about it. Our research across different market sectors tells us there is extensive untapped business - the real challenge for Consider it Done comes down to creating awareness.

WHAT'S THE MOST IMPORTANT LESSON YOU'VE LEARNT IN YOUR BUSINESS CAREER?

It would be hard to single out one - there have been so many lessons on the way. Two favourites that I keep reminding myself of are don't spend money before you need to, and don't forget the value of having fun in what you do - it relieves stress, breaks ice, wins people over and brings teams together.

WHAT'S YOUR BEST ADVICE FOR A BUDDING ENTREPRENEUR?

Don't be afraid, be bold. Confidence and self-belief is at the core of your performance. It will shine through everything you do. At the start you are the business, and people buy into you. Many people will question what you are doing and some will try to knock you back, but a cool head and a strong faith in your vision will see you through. **MM**