

How networking and mentoring helped my tapping business get off the ground

By Helen Clinton of Butterfly Tapping

In 2007 I sold my successful telemarketing company and took a break. During the next 10 years I retrained to become an Emotional Freedom Technique (EFT) Practitioner, working with clients experiencing anxiety and stress ... very different from running my previous business.

One of the first places I went in search of business assistance was to Venture House Business Centre in Stratford-upon-Avon. Since meeting their friendly team, I have benefited greatly from attending their monthly networking event, Donut Time, and have also attended many of their training events, which have been exactly what I needed.

Running a business has changed a lot since I sold my first business and Venture House and its networking group are welcoming and amazingly supportive.



With Donut Time currently being hosted online, I have been able to extend my circle of contacts beyond the local area which has been great! Also, a free day's trial of Venture House's hot-desking facilities a few months ago proved so productive that I intend to become a regular once the facilities have reopened.

One day, at a Leamington networking event, I was struggling to explain my business to someone. Not many people have heard of EFT or, as it is also known, "Tapping". Someone asked me if I was a tap dancer - this was a low point for me. However, fortunately I was sitting next to Nigel Tinsdale, a business advisor from Coventry University Enterprises. He offered me six free mentoring sessions that would transform the way I felt and spoke about my business and how I attracted new clients.

Nigel explained that most small business owners are fantastic at what they do, but just need to learn some more skills to run a business, from getting customers to managing money. The inability to get customers knocks confidence and you start to think you are useless at your profession. You just need to learn how to find and engage with potential customers.

That journey started when Nigel asked me what I did for my clients and how did I make them feel. Until then I had felt the need to explain to all potential clients why I was doing what I was doing. Nigel knew this was a big part of the reason that I was struggling. In the final session, he told me that I didn't have to explain myself because my clients were more interested in what I can do for them than why I became the Mind Soothing Confidence Builder. This change of mindset changed my business and I started to fill my diary with bookings.

Anne Solomon, from Venture House, commented: "Helen has been a regular face at the Centre for some time and she has really made the most of the business support, events and workspace that we offer to small

businesses and start-ups. It's been wonderful to support her growth into the established and well-respected business that Butterfly Tapping is today.

"Nigel Tinsdale is one of the well-respected business advisors that regularly attend and run events at Venture House. We are very lucky to have so much support from our partners at CUE Ltd, CWLEP Growth Hub, CW Chamber of Commerce, FSB and surrounding other local authorities to name a few."

Venture House is Stratford-on-Avon District Council's business centre providing business support, advice and events, meeting space, hot-desking and serviced offices to small and start-up businesses.

Coventry University Enterprises Ltd run a number of projects offering free business support and grants to businesses across Coventry and Warwickshire.

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