

“When you write the story of your business, wouldn’t you want to control the pen?”

Introduction

Amy Morse is a ‘Blogging Mentor’ working with businesses. She specialises in helping people write with confidence to tell the story of their business, empowering those who want to write for themselves. She runs workshops, both in person and online and works with business clients on a 1 to 1 basis. She also does freelance Enterprise Training, is a public speaker and a published author.



Image: Amy Morse

Founder – Learn To Love Your Words

How did you get started in your career?

My early career was in Human Resources, but I quickly went into training. For many years I was a skills trainer with unemployed people and then with start up businesses. I had part time art and writing businesses and in 2015 I had the opportunity to bring my world as a skills trainer and mentor and as an author into one freelance consultancy business.

Can you outline a typical work day?

I’ll deal with messages by email and Social Media. I could then go out to a networking event to meet other businesses and afterwards could work one to one with a client. Another day I could be at my home office, a café or work hub, writing my blogs or my books. I could also be out at a client’s premises running a workshop for their customers. I could go out to an event and deliver a Keynote talk to a business audience. No two days are the same.

What do you enjoy most about your job?

Meeting a wide variety of interesting small businesses and inspirational entrepreneurs. I also love the variety of my work and the freedom to make my own hours and work in different locations.

What skills are important for anyone wishing to start in your profession?

A love of writing. To enjoy meeting new people. To be a confident public speaker and trainer. To be organised enough to keep track of events and manage an ever-changing diary. To be comfortable with ups and downs in income. To be adaptable and quick to respond to different situations and people.

What main personal attributes do you think is important for your type of job?

As a self-employed person, resilience, self-reliance and the ability to stay motivated on your own.

Do you have any tips or suggestions on how young people and adults can enter your industry?

Starting your own freelance business is tough. It takes much longer to get going than you’d expect. Also, just because you can do something (i.e.: writing or training) doesn’t mean you can run a business. Get some enterprise training, not a ‘Business qualification’ but practical training with an enterprise agency. The Princes Trust is a great scheme for young people thinking about working for themselves. But there are also lots of locally funded schemes for enterprise support.

And network. A lot. Get out there and mix with other businesses. Only they can really help you succeed.

What career progression opportunities are available in your business/sector?

The sky is the limit!

As a self-employed person, I have the freedom to choose what I do. There is no upper earning limit, however, the risks are high too. There is no lower earning limit and it's easy to get exploited.

The only way to grow a business is to scale up beyond trading your time for money. Turn your services into products, do what you do best and outsource the rest, then it's up to you. What do you want and how hard are you willing to work for it?

Why is it important for your sector to attract and train young people and new entrants?

Today's small businesses are tomorrow's employers. We need a fresh intake of innovative new businesses for the future economy.

In terms of writing and training, machines will replace so many manual jobs in the future, but a machine doesn't have human creativity, innovation or the ability to empower and upskill others. There will always be a need for people to impart their skills and wisdom to the next generation. If you teach, you will always have work to do!

What trends do you predict for your industry within the next 10 years? E.g. is it a growing market requiring more young entrants

In terms of digital marketing (blogging) the internet is how much of our economy operates and the internet needs fresh and effective written content to propagate. It's an ever-changing landscape, but there will always be a need for writers to educate, inform and entertain. Plus, people will always want to read books!

General words of advice

Don't be afraid to ask (there's no such thing as a silly question).

The best way to work out what you want to do and what you enjoy is to just try lots of different things until you find something you both enjoy and can do well. Say yes to opportunities and work out how to do them as you go along – we're all just making it up as we go along, the important thing is to try.

Every success is only apparent because of failure. You have to fail. Failure is good because it's how we learn, and when we do succeed it makes it that much sweeter! Be brave. Be bold. Follow your dreams.

Whatever you do, there will always be people better at that thing than you and worse than you at it. Stop comparing yourself to others and focus on being a better version of yourself, day by day. You'll get there. I promise, but sometimes you have to slow down to speed up.

Further contact/information

Website: <https://learntoloveyourwords.com/>

Twitter: AmyMorse_Writer

Email: amy@amymorse.co.uk