

## MUMS THROW A LIFELINE TO SMALL BUSINESSES

By Emma Frampton | [www.thisissomerset.co.uk](http://www.thisissomerset.co.uk) | Oct 09

**T**WO mums are proving you don't have to be tied to an office to get the job done.

Sarah Bradley and Georgina Della-Valle, from Burnham-on-Sea, have set up their new company, Help Ahoy, to offer a lifeline to small businesses.



They are offering a virtual business service for entrepreneurs and small businesses via the internet from their homes.

They both have more than 20 years' experience in personal assistant and secretarial support roles, reaching management positions before deciding to join forces and set up their own company.

Sarah said: "Research revealed that successful business people outsource tasks that don't enhance revenue or move their businesses forward: they work smarter, not harder.

"Essentially, we give time back to busy people. Once freed from constant distractions clients flourish instead of being immobilised by a burgeoning 'To Do' list."

The pair are bringing in more virtual assistants, to call upon when needed, and are looking at bringing more on line.

Georgina said that is how they are able to fit running a new company with their roles as busy mums.

"We manage our own time around our homes and family commitments using the same time management principles we use with our clients," she said.

"We're also blessed with superb childcare facilities provided by Highbridge Children's Centre and have supportive partners at home."