

Chapter and verse on business success

By Christine Fleming

cfleming@london.newsquest.co.uk

Inspiring and teaching other people with confidence to succeed in business has seen one entrepreneur's Richmond business grow from strength to strength and has even led to the launch of a new book.

For Bev James, 47, who splits her time between Bristol and her second home, a room at the Bingham Hotel, Petersham Road, putting pen to paper to share her tips for success, evolved from many years as a business mentor and leadership coach, is a dream come true.

She said: "Anyone who's ever written a book knows it can be quite a difficult endeavour and I almost ditched it a couple of times, but I am really pleased I did it and was really proud when I walked into Waterstones in Richmond as it was great to see it on the shelf.

"The best thing for me though, and the thing that shocked me, was the amount of emails I get.

"People tweet and say they have just read the book and tell me what they have done as a result as well."

Mrs James, the chief executive and co-founder of the Entrepreneurs Business Academy, Elements Consulting Company and the Coaching Academy, which are all run from offices in Richmond's Heron Square, launched her book *Do it or Ditch* it earlier this year and has seen it shoot to the top of the Sunday Times bestsellers list.

Focusing on helping people recognise their business personality style and nurturing readers' confidence in making decisions to move forward with business plans, the book aims to create a path to business success in eight steps.

Mrs James said: "With the best will in the world a lot of us can talk about things and not actually do it and before you know it a week turns into a month and a month into a year.

"The book is about changing thought patterns and helping people get in the habit of action not procrastination."

Bev's top tips:

1. Find something you are really passionate about and don't do something just for money
2. Do market research and consider is there a market for your product
3. Surround yourself with the right people
4. Invest in yourself and your development – finding a mentor makes a big difference



Business guru:
Bev James