

## franchising

# Helping hand

MIRANDA WOTTON REVEALS HOW A RUN OF BAD LUCK LED HER TO INVEST IN AN EXTRA HELP FRANCHISE

**J**uggling a career and family life is always challenging for working mums, especially when unforeseen mishaps occur.

Miranda Wotton of Milton Keynes was happily running her own hair and beauty business when disaster struck. Her young son broke his leg and was confined to a wheelchair, meaning that servicing her regular clients became increasingly difficult. To make matters worse, Miranda then had an accident herself, breaking her wrist and injuring her back. Not only was hairdressing and beauty therapy no longer an option, but she barely managed to look after her son during his recovery.

### STRUGGLING

"As I didn't have many people I could ask for help, I found myself struggling to keep my head above water," Miranda says. "Somehow I managed to get through it, but life would have been so much easier for me if I had had someone to help me out."

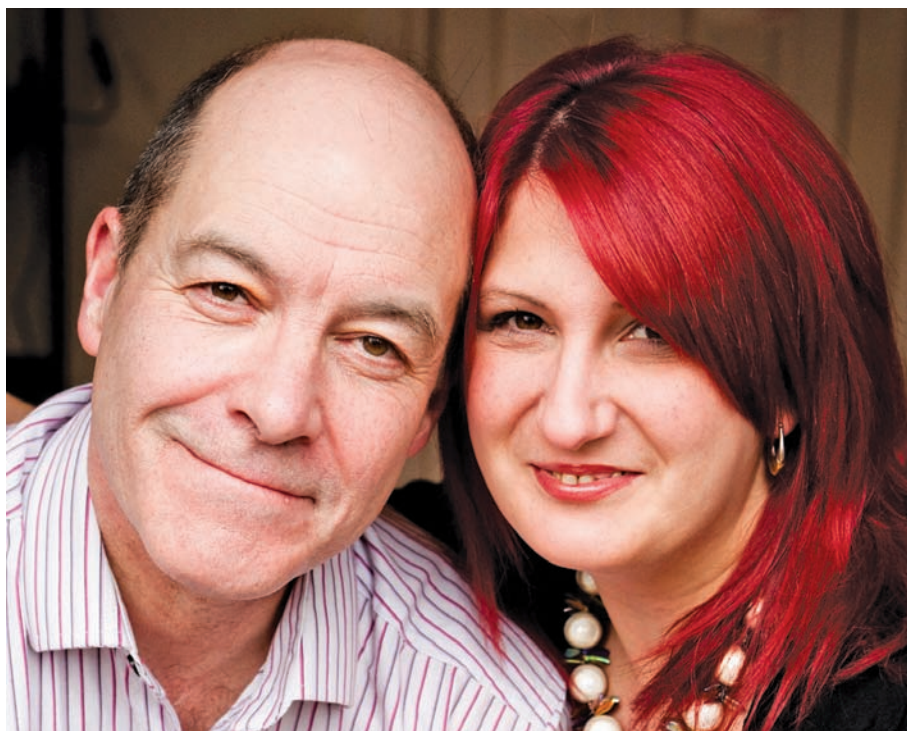
When Miranda heard about a new venture that was launching, called Extra Help, it struck a chord with her as it would have been a godsend during her recent difficult period. Imagine being able to have help only when you needed it, with no ongoing commitment?

Inspired by her own experience, Miranda went on to become the first Extra Help franchisee, launching its services in the Milton Keynes area.

Extra Help was set up in July 2010 by two friends, Sarah Jackson and Claire Robinson, who between them have 44 years' experience serving the community, including 26 in the care industry.

Initially the service was set up to respond to the needs of elderly people who were still living independently and needed assistance with everyday tasks, such as shopping and meal preparation. Since launching, Extra Help's services have expanded to include new and working mums, working professionals and just about anyone who needs a helping hand.

The key to Extra Help's success is simplicity; clients are charged an average fee of £10 per hour for all services and home helpers are self-employed, so there's no payroll or PAYE to manage.



Extra Help franchisees: Gary and Miranda Wotton

### SUPPORT

Thanks to Extra Help's comprehensive franchise package and ongoing support, Miranda says that she was able to start up her business easily: "Sarah and Claire were so well organised. Everything was in place, from the training, advertising and promotional literature, to the website, email address and dedicated 0845 number. They are always there for me whenever I need them."

The main factor that drives Miranda to succeed is her genuine passion for helping others. "It's amazing how many people need help sometimes," she says. "I get a real buzz from being able to help my clients and make their everyday lives that little bit easier."

Miranda is discerning when it comes to the recruitment of her home helpers, aware that each one is representative of the Extra Help brand. She has no shortage of applicants, but ensures that all candidates are personally interviewed and reference checked.

"Clients are putting their trust in you, so it's important to get it right," Miranda says. "Our home helpers need to be reliable with a compassionate nature and have real enthusiasm for helping others."

### GROWING MARKET

Since starting up in January Miranda has become so busy that she has recruited her husband Gary, formerly a driving instructor, to work alongside her.

"We always knew that Gary would work on Extra Help; it was just a question of how long it would take to generate enough of an income for both of us," Miranda says. "We didn't expect it to happen this quickly, but business is great and once Gary attends the training course we'll be working together."

Since the launch of Extra Help Milton Keynes, several further franchisees have come on board, but there are still territories available across the UK, including Plymouth, SE Cornwall, Exeter, Bristol and Bedford.

If you'd like to run your own recession proof business that gives you a healthy return on your investment within a huge growth market, as well as the gift of helping others, then Extra Help may be the opportunity for you.

An Extra Help franchise currently costs £12,000, which can be easily recouped in the first year of trading. Projected gross profit after two years is £91,734. **MM**

### FOR MORE INFORMATION

■ For more information call **0845 618 2904**, email [info@extra-help.co.uk](mailto:info@extra-help.co.uk) or visit [www.extra-help.co.uk](http://www.extra-help.co.uk).

**FREE INFO NO: 4836**