

# Anna Shepherd Success Story

'Go Your  
Own Way'



Radian EST are passionate about supporting Radian residents into employment, training, self employment and starting a business. Providing the tools and sourcing additional help where needed with a dedicated after care team to help sustain employment or continue with the business/self employment.

## Why did you decide to start a business?

*My business concept grew in 2016 as a direct result of my place on Radian's business start up course 'Go Your Own Way' which was taught by the lovely Michelle Daniells. I had originally thought about starting a business making sorbet, but after doing some costings and projections with Michelle, it was very clear that the profit margins were far too narrow. So, Anna's Sorbet Lollies was born!*

## How, if at all, has the training and support Radian provided helped you and your business?

*The experience of the business course gave me many things: companionship, guidance, support and confidence to pursue my business idea from paper and into reality. It was something that really took me out of my comfort zone at times, but Michelle was always there to show me how best to navigate through difficulties. It was so useful to meet the guest speakers and hear what they had to say, about business tax for example. It really is bewildering at the start up stage so clear guidance and advice is worth its weight in gold.*



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### **What has been your biggest challenge?**

*Funding applications, pre-planning on potential orders and juggling my day job as a chef and keeping my business thriving at the same time! I was already aware that food businesses have particularly individual pitfalls too and Radian invited a catering entrepreneur to come in and talk about his chocolate business which was amazingly useful.*

### **What has been your biggest success?**

*Ironically, I had to do a sales/business pitch for real to a potentially big client the day before my Radian graduation. Needless to say, all the preparation on the course stood me in great stead for this.*

*I have several outlets selling my lollies now (and want to expand this further) and I have been present at a number of festivals and events this year including two weddings. I have continued to grow my business locally, using social media and networking in Dorset. I feel I have now created a solid base from which to grow next year. There is always more to do, but I feel as long as I do something towards my business every day, no matter how small, it will keep growing.*

### **In one line, what advice would you give someone contemplating enrolling for a Radian self employment course?**

*I really cannot thank Radian enough for their marvellous course, 'Go Your Own Way' as my business would certainly still be on paper and at the pontificating stage without their structure and support. I have already recommended the course to a friend and would certainly do so again.*

Discover more about Anna's Sorbet Lollies:  
[www.facebook.com/annasicesuk](http://www.facebook.com/annasicesuk)

**Anna's Sorbet Lollies are committed to bringing you 100% natural, top notch, frozen fruit lollies to a beach near you.**

**Completely free from all additives, gluten, dairy and sugar. Treat yourself and feel great about it!**



**Would you like to find out how the Radian EST team can support you?**

**Free Phone:  
0800 422 0570**

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