

WHO WANTS TO BE A MILLIONAIRE?

Long-standing Palamedes client Sylvia Marshall, a leading property, renovation and DIY entrepreneur, has just released *Zero To A Million* (released through Palamedes Publishing) — an amazing memoir and motivational business guide named after her popular Daily Mirror column which provides an inspiring insight into one of the UK's great success stories.

Q. Why did you decide to write Zero To A Million?

A. I could see dreams being shattered as few people could get their hands on the money to start their business. The banks don't seem interested in lending money to people without a track record, and friends and family that may have helped out before are worried about their own uncertain economic future. I know from my own personal experience that even with a track record, sufficient equity, and money in the bank, traditional funding is tough. I wanted to make this book accessible to all and show how you really can make money without remortgaging the house, racking up the credit cards or selling your soul!

Q. What was the experience like?

A. Seriously? Awful! LoL! There are so many business books on the market and each and everyone has its place but I wanted to create a short, straightforward easy read that simply shared what I did... and do. More importantly, I wanted to highlight what hasn't worked and why, as well as just the good bits, so readers could benefit from my mistakes and save themselves both time and money.

I don't claim this to be a definitive text on how to launch a new business but because it is MY experience, I felt I had to write it myself and this was challenging in every way. I certainly underestimated the task and could not have brought this to fruition without the expertise of Palamedes in publishing both online and as hard copy.

Q. What are the secrets of your success?

A. I'm not sure there are any great secrets. Certainly, in my book, I outline a few golden rules that stem from my experiences but it's really about wanting to do a good job, not being greedy and quite simply a lot of hard work! It's also about treating people as equals, operating with honesty and integrity and staying true to yourself too.

Q. What are the most common barriers entrepreneurs face on the road to success?

It's not for everyone but anyone can do it and knowing what you truly want is what makes the difference. Expectation plays a big part and making money cannot be the sole aim.

Neither too should a lack of money stop you trying. I have never sought global domination or wanted to be the next Anita Roddick but I consistently create and grow businesses from nothing to a value of £1m and beyond. For some people, this would not be enough yet the reality is very few become the super entrepreneurs and it's about knowing what you want and going for it.

Q. What has been your proudest achievement to date?

A. The challenges have varied with every company and it always feels good when each is overcome

but the proudest moments are seeing the growth in others. To get a letter or email from someone who has picked up a tip or idea from a talk, my columns or latterly the book, and hear how this has made a difference for them is the greatest buzz of all.

Q. Describe a typical work day.

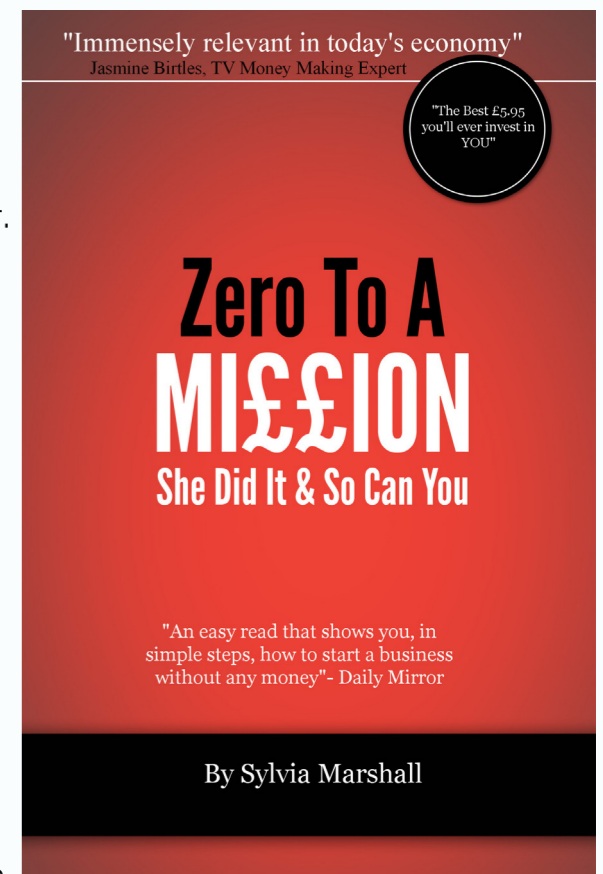
A. That's easy! There isn't one; Every day is different. One day I might be on a building site, the next giving a speech and the next engaging with our sponsors!

Q. Whom do you admire most?

A. Two spring to mind; her Majesty the Queen, not only for her dedication and commitment but also her ability to engage with such a variety of people and to be bothered to learn about them and what they do. The second is Dolly Parton, for her business acumen, her faith in her work and her social responsibility. Not forgetting of course, her music!

Q. What's on the horizon for you?

A. It's already a busy year, which is great! In addition to running the businesses, I am also getting invited to speak at various corporate conferences as well as those geared to helping other small businesses grow. It's all very exciting!



● **Zero To A Million by Sylvia Marshall is out now**

● **Priced £5.99**