



Funded by
UK Government

Accelerator Case Study

Billie Rose Therapy and Wellbeing



Sector: Counselling Services

Size: Micro Business

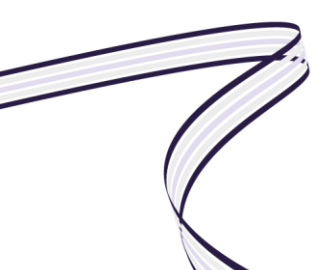
Location: Derbyshire Dales

About the business

As a qualified and accredited counsellor, Billie offers private counselling to adults, children and couples both in person and online. Offering a compassionate and confidential space to work through personal issues and mental illness. In addition, she has a bank of online self-help courses aimed at supporting people through a specific difficulty using video content and resources to provide the information anytime, anywhere.

Challenges faced

Being a sole trader Billie has faced the challenge of trying to split her time across all areas of the business, especially areas in which her knowledge is quite minimal such as marketing. In addition to this, Billie would like to utilise the accessibility of social media to spread the word. However, this can be difficult due to the stigma and a lack of understanding around mental health that comes with working in this area.





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The solution and impact

Billie received support from the Accelerator project firstly through a dedicated business adviser. The adviser was able to help Billie to understand all areas of her business better, identify pain points and consider the future direction of the business plan. This resulted in an application for a Growth Voucher which Billie was able to use towards support from marketing consultant Lindsey Newman Wood. Working closely with Billie, Lindsey took the time to understand the business goals and aspirations. She provided insight and inspiration into the different ways in which social media can be used to raise awareness of the business and its offering. She also emphasized the importance of personal branding as a marketing strategy and ensuring the business has a face so people can see who they would be receiving support from.

The impact for the business has been increased competitive advantage as similar marketing activity within the sector locally is low. Billie now has a varied social media marketing plan which has helped her to keep on top of the content needed to create and schedule which has helped make this side of the business more manageable given the time pressures she has faced.

A word from the business

“I am really grateful for the support I have received from the chamber and Lindsey, it has given my business a new lease of life and given me encouragement to consider more ways I can expand the services I provide.”

Billie Purslove, Owner

Accelerator has provided:

- Adviser support
- Growth Voucher

Impact to business:

- Improved marketing output
- Better social media presence
- Competitive advantage