

TRICHROME MEDIA

Jim Hardman launched TriChrome Media in February 2017 and thanks to the D2 Business Starter Programme hasn't looked back.

TriChrome Media helps small businesses to succeed by creating a solid digital marketing foundation and providing the professional tools and support needed to drive customers towards their business, at an affordable price.



The Programme

Jim set up as a sole trader just after starting the programme, which meant that the pressure was on straight away.

“I was ready for it, being on the programme really focussed my mind on what I was trying to do and enabled me to be professional about it.”

The workshop sessions are designed to help you understand all the things you need to know about setting up your own business, such as dealing with your finances, keeping receipts or communicating with HMRC.

Comprised of a mixture of frameworks, theory and group discussions the programme covers all aspects of setting up a business and accompanies the participants through the journey of building their business.

“It was hard having to think about so many things, but I feel so much more confident now.”

Background

Even with his wealth of experience and rounded skill set in marketing and web design, Jim was finding it hard to find a job, it was tough. He was signing on and was referred to People Plus scheme in Derby where he was encouraged to join the D2 Business Starter initiative.

The Results

The first two months of being self-employed were the hardest for Jim, trying to get into a routine, juggling all the different roles and tasks while at the same time trying to make ends meet.

Nearly at the end of Jim's first year, the situation is completely different, the business is on target to be self-sustainable by next February.

He now has a professional portfolio of websites paid for and professionally designed by Jim that showcases his work.

“Thanks to the D2 Business Starter Programme, my business is now past the point where it could fail. It has definitely worked for me!”

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Challenges

Jim's biggest challenge was his self-confidence, both in his ability to be able to run his own business and also in talking to other people about his idea. It was Sarah Smith, D2 Enterprise adviser, who gave him the confidence, support and encouragement to join the programme and to believe in himself.

Moving forward

Currently exploring options for growth, Jim is interested in seeing how far he can take the business and how to work with larger organisations with bigger budgets and spend.

For Jim, running his own business isn't just about the money, it's about the freedom and the quality of life that comes with it.

Sarah Smith is still working as an Enterprise adviser with Jim, meeting once-a-month to review his progress and support him in his future plans. Sarah has even provided referrals to Jim from other members on the D2 programme.

“Sign up to the programme and be prepared for it. Do your research, find out everything you need to know and be prepared to work hard outside of the sessions and commit to the programme. When you work hard, you can be really good and when you succeed, it is incredibly rewarding.”

The D2 Business Starter programme

An exciting and fully-funded initiative giving all Derbyshire residents the opportunity to explore their business potential and learn how to set up a new business.

Delivered by experienced professionals, the programme offers a wide range of support, including:

1.

Workshop programme

10 themed workshops covering start up essentials.

2.

One-to-one support

Guidance and mentoring through the process.

3.

Specialist IT advice

Exploit social media and get your online presence right.

Whatever stage your business idea is at, the support on the programme will help you get your business started and become a successful entrepreneur.

For more information, workshop dates and locations and to register your interest in joining the programme visit:

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