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TRACEY INSPIRES MUMS TO TAKE BUSINESS PATH

From the Guardian Series, first published Friday 31st Dec 2004.

A WARRINGTON mum has inspired other women to follow their dreams after a talking at a business conference.

Tracey Turton, aged 39, from Appleton, who owns a complementary therapy business and is mum to two children aged seven and 10, told delegates at the Mumpreneurs conference about juggling work and family life successfully.

She said: "I've been in business for 10 years and have learned some useful lessons along the way, such as the importance of promoting your work.

"I believe if a woman wants to set up her own business she should go for it - nothing ventured, nothing gained."

The conference, in Knutsford, was organised by Business Link Cheshire and Warrington.

The delegates listened to talks from five mums who are already successful businesswomen.

Sue Clarke, from Appleton, who has two teenage boys and works as a writer, went to Mumpreneurs for inspiration on how to go forward.

She said: "I was looking for practical advice on how to develop my skills and expand my writing activities. Mumpreneurs has been a very useful event."

Yvonne Sampson, women's business development adviser at Business Link, said: "There are many ways in which we can help women who want to go it alone.

"Apart from access to a business adviser, women can look for guidance on our website, web works for women.

"We can also direct them to business start-up courses and networking groups."

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