



A Big Fat New Life

Ever dreamt about a job where you can put smile on your own and other peoples' faces at the same time? Or a family business that gets everyone involved... and still gives you time to pick up the kids from school? Well, take a look at Sophie Baxter, mother of two boys, 5 and 4.

Halifax, United Kingdom, May 02, 2008 --(PR.com)-- Ever dreamt about a job where you can put smile on your own and other peoples' faces at the same time? Or a family business that gets everyone involved...and still gives you time to pick up the kids from school? Well, take a look at Sophie Baxter, mother of two boys, 5 and 4.

Three years ago French born Sophie had two very young children and was working in web design. Things looked good until one day she collapsed in a café suffering with severe memory loss and fatigue. She was ready for a change.

Previously, Sophie and her husband Tim had helped other people set up their own online businesses and had seen so many of these go on to become successful that they had played with the idea of creating their own. Sophie looked back to a present she'd received on the birth of her first baby - a delightful helium balloon in a box that made her smile. She decided that balloons were the answer. Small enough to stack away at home, they were all about celebrations and bringing a bit of fun into people's lives - just the thing she needed at the time. And so Big Fat Balloons (www.bigfatballoons.co.uk) was born. Although the business name was inspired by "Big Fat Mummy", the name her children called her, Sophie would like to point out that she is neither big nor fat... but her [balloons](#) definitely are.

Surprisingly, their very first order came the first evening of trading. Sophie was on a girls night out when her husband texted her to announce the big news.

Now, a couple of years on, they're looking for premises to store stock and ready to take on staff to develop the business. Sophie's children, George and Danny, play their part in the business, helping choose the new range of teddies, counting boxes and picking out designs.

Sophie cites the best bits as "the excitement of building the business and having time together as a family", although she does admit that it's frustrating to have so many ideas for developing and growing the business, and then so little time to fit them in. One of her most memorable moments was sending 80 pig shaped helium balloons on behalf of a bacon company and she loved the feedback card from an 80 year old lady who said receiving a balloon was like being a child again.

But Big Fat Balloons is a business just like any other and it can be hard work. Sophie's advice to anyone thinking about starting their own ecommerce site is:

- Find a good web site developer that really understands what you want to achieve
- Choose a product you like and believe in, as you'll be seeing a lot of it.
- Finding out how to PR and market your business is vital and ongoing.
- Be patient - results can be slower than you expect at first.



- Be prepared to work very, very hard.

For more information please visit <http://www.bigfatballoons.co.uk/>

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