

# HOME BUSINESS CHAMPION ACHIEVES OPTIMUM WORK-LIFE BALANCE WITH BLACKBERRY SMARTPHONE



Emma Jones is the founder and editor of Enterprise Nation, a UK website for people starting and growing a business at home. Enterprise Nation is Jones' second successful home business venture. After selling her first business just 15 months after launch, she came up with the idea of Enterprise Nation, which she started in 2006 and runs out of her home office in rural Shropshire. "There was nowhere I could go to find information on starting and growing a business from home. I looked at the market and thought 'Wow, it's not only me that's doing this. Now there are thousands of businesses starting up from home.'

She also turned her expertise and experience into a book, *Spare Room Start Up – How to Start a Business from Home*, which was published in May 2008.

Thanks to Enterprise Nation and her book, Jones has become the public face for home businesses.

## THE CHALLENGE

Journalists and publications regularly ask Jones to provide advice to home businesses. She also consults with local and regional development authorities on how to develop home businesses. Alongside tips like 'find dedicated space in the house' and 'develop relationships', Jones recently added a new item to her list of suggestions for home workers: Get a BlackBerry® smartphone.

## THE SOLUTION

Jones began using a BlackBerry smartphone with BlackBerry® Internet Service earlier this year, after Enterprise Nation received a slew of positive feedback about BlackBerry smartphones from members during a website competition. Curious, she decided to try it herself – and immediately saw the appeal. "I got it on the Friday and Saturday morning I turned it on, set it up and thought, 'Wow, that was really easy.' You don't have to be technologically literate to get it up and running." As Jones began exploring the features, she was taken with the design, which she describes as "great and easy to use."

Jones was quick to expand her use beyond email and voice to include texting, contacts, calendar and web browsing. She uses it to post photos to her blog, monitor activity on the website's forum, post to Twitter and make PowerPoint® presentations. Her BlackBerry smartphone is now also her alarm clock: "Literally, BlackBerry is with me from when I wake up to the end of the day."

## BENEFITS

**IMPROVED  
WORK/LIFE BALANCE**

**REMOVES THE NEED  
TO CARRY LAPTOP  
TO MEETINGS**

**IMPROVED  
RESPONSIVENESS**

*"The most important thing in the home office is my BlackBerry. As far as I'm concerned, the BlackBerry gives you back your time, it expands your productivity and it expands your day, really. The time you save during the day thanks to BlackBerry means you can do other things when you get back home."*

Emma Jones,  
Founder and editor,  
Enterprise Nation

## THE BENEFITS

Jones credits the BlackBerry smartphone with helping her manage a better work-life balance.

"BlackBerry allows a home business owner to not only run their business but also run their life", she says. A typical workday starts with Jones writing content in her home office prior to heading out for meetings. Before leaving she transfers her PowerPoint files to her BlackBerry smartphone, just in case she needs to make an impromptu presentation. According to Jones, the resolution and size of the BlackBerry smartphone's display are so good that she makes her presentations directly on the smartphone. "This means I don't have to take any heavy equipment with me. I travel light, which is very nice."

"I'll be picking up emails all the way through the day," says Jones. "If I need to urgently review a Microsoft Word file from a client, I can do that, too." During the day she gets lots of calls from journalists, who expect an immediate response. "A couple of weeks ago a journalist asked for three people to interview by midday. I wasn't at home and didn't have my laptop. But I had everyone's details on my BlackBerry, so I was able to make three calls and answer that journalist's enquiry." When she returns home at night, Jones is not faced with a "hundred emails that need responding to, because I've been doing that whilst travelling. To have that productivity all through your working day is invaluable."

Jones says she's only just scratched the surface of what her BlackBerry smartphone can do.

"I want to go deeper with it," she says, by using it to listen to music, keep connected with her social networks and access the CRM system the company is looking to install in the months ahead.

Jones says that she now understands the loyalty that many members of the Enterprise Nation have to BlackBerry smartphones. People regularly say to me "The most important thing in the home office is my BlackBerry. As far as I'm concerned, the BlackBerry gives you back your time, it expands your productivity and it expands your day, really. The time you save during the day thanks to BlackBerry means you can do other things when you get back home. We strongly recommend that home business owners blend work and life. If you need to go to the post office, take the kids with you. If you need advice, talk to your spouse. That's what BlackBerry does perfectly. It lets you blend work and life – you can manage both things at the same time."

For further information: [www.blackberry.com/go/success](http://www.blackberry.com/go/success)

**BLACKBERRY CASE STUDY**  
**EMMA JONES**

