



Name: Amy Ayton

Job Title: Certified Bookkeeper, Self-employed

Company: Amy Ayton Bookkeeping

After graduating with a degree in Business Studies, I soon realised that I wanted the freedom to run my own business rather than work for someone else. As I also wanted to obtain professional qualifications, studying to become a certified bookkeeper seemed a good starting point. I set up my practice shortly after qualifying with the ICB in 2006.

The most interesting aspect of being a self-employed bookkeeper is that the role encompasses so much more than what is generally perceived to be bookkeeping. Far more than just data entry, my day includes calculating VAT returns, tax computations, credit control and payroll as well as cash flow forecasting, management accounts and liaising with clients. My client base is diverse and while they are mainly based locally in Hampshire, I also have clients as far away as Liverpool. I don't have a typical customer and clients range from self-employed individuals to limited companies turning over more than £1m.

Being a self employed bookkeeper is far from being an easy option as each week brings with it new challenges. As I mainly work on my own it is important to be disciplined and, as my practice is now very busy, planning and organisation are an essential part of every day. Of course, I'm running my own business so I continually need to review my marketing plan to ensure that I have a steady flow of new clients.

As with everything in life, you get out what you put in and although my working day can be long I love what I do and thrive on the challenge of running my own business.