



Entrepreneur Interview - Anita Brook

In the latest of our series of exclusive interviews with entrepreneurs we spoke to accounts guru Anita Brook.

Anita launched Accounts Assist one year ago. ([Click here to visit](#)) Now with offices in Northamptonshire and London she has quickly established the firm as a rising star in the competitive world of accounting. She told the Pressman PR News Blog why she decided to strike out on her own.



What was your first job? Was it any good and did it pay well?

First job in an accounts office (must have stuck with me!) pay was shocking £30pw job absolutely awful.

Did you go to University? How important do you think education is to entrepreneurs?

I did eventually and went to Oxford got a 2.1 in applied accountancy but left school at 15 with no qualifications. I now with hindsight think education is the most important thing in life so all please feel sorry for my 2 year old.

You founded Accounts Assist a year ago. Why?

I worked in the city got fed up with working 14 hours per day and couldn't believe my new line manager who made up numbers! So decided I had the qualification to go for it.

Can you tell us what's different about your company Accounts Assist?

We believe our clients are people not a number - there's a TV ad about this! We are always there at the end of a phone, email for advice and guidance.

Has the credit crunch had a positive or negative impact on your business?

It has had a positive impact a lot of companies are now looking for a cost effective fabulous solution which we can provide!

When you started the company how supportive were family / friends? Did people think you were crazy to launch a business during a recession?

My long suffering (!!) husband of 13 years thinks it's the best idea I have had (and there have been many) so was very supportive and continues to be.

How important do you think PR and good publicity are to a business?

I think they are very important, you need to publicise a business otherwise no one knows you are there!

Are you a workaholic, a shopaholic or an alcoholic?

Workaholic definitely - my clients will testify to that they often receive emails in the early hours of the morning and weekends.

Shopaholic - definitely for clothes for a 2 year old girl!

Alcoholic - not quite but do enjoy a glass of wine!

Finally, could you tell us what car you drive? You have offices at Silverstone racing circuit. Are you ever tempted to take your car for a spin around the track in your lunch hour?

I drive a BMW truck but only for the baby. I love my office at Silverstone you never know who you will meet at the Paddock café (our canteen) but I am a shocking driver or so my husband says!!

Anita, thanks so much for your time and our best wishes for the continued success of Accounts Assist.