

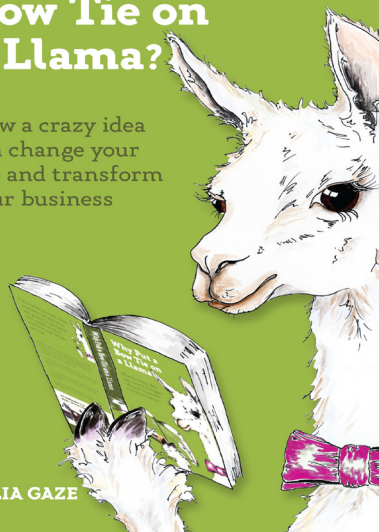
NEW  
BOOK

Why put a bowtie on a Llama?

Reveals one woman's remarkable journey from high-powered NHS director to successful entrepreneur – with the help of a llama in a bowtie

Why Put a Bow Tie on a Llama?

How a crazy idea can change your life and transform your business



CELIA GAZE

*Why Put a Bow Tie on a Llama: How a crazy idea can change your life and transform your business*, is the new book from highly successful entrepreneur Celia Gaze. The book is an honest and highly practical guide to starting your own business, recovering from work-related burnout and bouncing back from failure.

It tells the story of how Celia quit her job as a Turnaround Director after experiencing work related stress and took the leap to start her own business. She transformed a neglected hill farm in Bolton into the multi-award winning wedding and events venue – The Wellbeing Farm – and her own mental health with it.

But it wasn't until The Wellbeing Farm was facing near bankruptcy that Celia found her business's niche. Celia shares the remarkable lessons she learnt from putting a bowtie on a llama, embracing what made her company different, and transforming her business from hosting 15 events a year to fully booked. It was

having the guts to follow her instinct that took Celia's business from failure to success.

Bursting with down-to-earth, straight-talking advice and Celia's passionate guidance on self-care, it offers an invaluable guide on how to:

- Plan a new business and transform venues
- Find your market and successfully target your customers
- Diversify rural businesses and help rejuvenate the local economy
- Turn crazy ideas into a reality by finding your niche
- Become more resilient and practise self-care as a 24/7 business owner

*Why Put a Bow Tie on a Llama* is an inspirational read for anyone with a crazy idea looking to transform their business or even start their own!

EXCLUSIVE INTERVIEWS, EXTRACTS AND ARTICLES AVAILABLE:

Celia Gaze is available to offer expert comment, articles and interviews on starting your own business, burnout, stress and rural business life:

How to make your business stand out!

What one woman learnt from a herd of llamas

Why finding your niche is key to success

My story from burnout to llamas in bow ties!

Making your crazy business idea a reality in 2020

Taking a month off when you run your own business

Does your business idea pass the granny test?

5 Unique ways to bring fun to your wedding day

A story of countryside diversification –from wellies to weddings

Running a rural business – challenges and tips

ABOUT THE AUTHOR

Celia Gaze is an entrepreneur and founder of The Wellbeing Farm. She worked in the NHS for 14 years in a senior management role, before reaching the verge of burnout and quitting her job to start her own business. She used this as a springboard to transform her life by creating the multi-award winning wedding and events venue The Wellbeing Farm. Celia has won multiple awards for her innovative work and also recently won Implementer of the Year at the National Entrepreneur Awards.

ABOUT THE FARM

The Wellbeing Farm is a multi-award winning wedding and events venue which is known for its quirky and fun approach. It was recently crowned best wedding venue (countryside) in the North West by The Wedding Industry Awards but it started life as a neglected hill farm in Bolton and has been transformed over a rollercoaster of a few years to be what it is today. The venue boasts bow tie-wearing llamas, alpacas and donkeys who are ready to join in celebrations!

