

PART-TIME HOURS, FULL-TIME SALARY

*How Pia found her
perfect work-life balance*

If working fewer hours and earning more money seems like a pipe dream, take a tip from our franchisee Pia who managed to make it her reality.

Pia Howe, who lives in Risby, Suffolk with her husband, David, and their two children Oskar (12) and Elliot (8), runs the Toddle About Suffolk franchise – she works 25 hours a week and earns £25,000 a year:

“Having worked in the hospitality and events industry ever since I graduated from university, I’ve always had a passion for travel. I loved seeing the world and was very career focused, but the arrival of our second child Elliot reshaped my priorities. I knew I couldn’t do my job on a part-time basis, so I decided not to go back to work. It cut our income significantly, but we managed.

I enjoyed being at home with my children and it was only when we decided to move to Suffolk, that things changed: I missed my network of mums and struggled to find local activities for Elliot who was 18 months old at the time.

The Toddle About magazine had always been my to-go-guide for local activities back in Warwickshire – but there wasn’t a similar resource in Suffolk. This sparked an idea - why not bring Toddle About to Suffolk? I picked up the phone to the founder of the magazine, Tim Freed, and a few months later, I became Toddle About’s first franchisee!

With no publishing experience but boundless determination, I embarked on my franchise journey. My husband was supportive, though understandably cautious - I honestly didn’t know what being a franchisee involved, but I wanted to give it a go.

The first issue was a massive learning curve! It was all new for me, which was exciting but also quite scary - fortunately the training and support I received from Tim and the team at Toddle About was amazing. After building a list of local groups and activities, and establishing a distribution network, it was time to get on the phone to local businesses.



The majority of revenue comes from local businesses advertising in the magazine – they pay up front, so I have the money to cover all print and business expenses.

I was thrilled when my first magazine broke even – Toddle About Suffolk had landed!

Each magazine grew in profitability and within a year I was comfortably in the swing of things and earning a decent extra income for the family. It was so nice to have my own money again and I was thrilled to be able to treat the family to a trip to Disneyland a couple of years later.

Now, nearly 6 years on, the magazine virtually runs itself thanks to repeat advertisers. I recently launched local baby shows that go hand-in-hand with the magazine which have been really well-received and have proven to be nicely profitable too.

My days are a delicate balance of work and family, with time for school runs, school plays and self-care. I’m so proud of what I’ve built, but the time has come for me to do something new: I absolutely love running Toddle About’s Baby Shows, so I’m shifting my focus towards expanding them nationwide.

**So the Toddle About franchise
area for Suffolk is up for sale!”**

If you would like to find out more, then contact Pia on 07748 020141, pia@toddleabout.co.uk or download the franchise prospectus at www.toddle.fun/franchise.