

# Edinburgh Reporter chats – JoJo Hernandez

## ☒ Who are you?

My name is JoJo Hernandez and (allegedly) I am a juxtaposition of City Lady meets Country Girl! I own my own Handbag Boutique, (Lilies & Dreams), in Stockbridge and I am also Financial Controller for an amazing Software Company, (RunRev). I also record Voice Overs for Radio & TV adverts.

## What Business Book would you recommend reading?

A wise friend bought me a great Christmas present... 'Feel the Fear and Do it Anyway' by Susan Jeffers. It really helped me figure a few things out!

## What are your strengths & weaknesses?

My biggest weakness is in taking on too much. I find it really difficult to say 'No', which isn't always a bad thing, but it always seems to happen at the same time. As for strength, I guess taking my weakness and turning it around – managing to take a huge pile of 'To Do' items and completing them all/making them happen.

## What is your career defining moment?

Moving to Edinburgh. If I hadn't have moved here, I wouldn't have met certain people, been offered a certain job and experienced the knock-on effect, that has given me the life I have now.

## What do you do in your spare time?

Erm.. that's not really something I have a lot of.. when I do get downtime I like to go out to lunch/dinner. Sushi & Champagne is always a winner.

## Do you think you have the correct Work/Life balance?

I guess balance isn't the right word. I work a lot, but I am fortunate to have support from my partner & friends. This

allows me to be sociable whilst working and to spend time with the people that are important to me. If it weren't for them and their encouragement, I wouldn't be where I am.

**What do you particularly like about Edinburgh?**

It's a major city, but not with as much intensity as say Glasgow or London, it has a great mix of quieter areas with the buzz of a Capital.

**What is your favourite place in Edinburgh?**

Stockbridge – I live here and my Boutique is here too. It has such a community feel and relationship, but is only 5 minutes walk from Princes Street. It's perfect for Boutique shopping and trendy yet relaxed bars.

**What has been the pinnacle of your career?**

I am hoping that is yet to come!

**Do you have a mentor?**

I am fortunate enough to have several. Kevin whom I work with at RunRev has known me the longest and so understands why I ask certain questions and have reservations, he also knows how to answer me honestly without me taking it the wrong way! Moira at Chic & Unique has been amazing at advising of her journey in being self employed and setting up a Boutique, as has Ruth at Eden.

**What are the benefits of your mentors?**

Ruth, Moira and I have complementing Boutiques so we're able to introduce our customer to the ultimate shopping experience.

**Who are your Business Heroes?**

Richard Branson, Michaelle Mone & Dolly Parton.

**Describe your Typical Day for us**

Up at 6:30, coffee with Rik, then time to get showered and ready. I take Tio (my Jackahuahua) to the park and we arrive at the Boutique a couple of hours before we open. Read and

respond to emails, ensure the shop is ready to open and here we go. I work in the Boutique dealing with everything, from online orders to website content, deliveries to customer mailers.

We close at 6pm so Rik & I walk Tio together to talk over our days and catch up on anything important. Home for dinner & housework around 7:30pm before rechecking emails, ensuring everything is ready for the next day and 11pm is bed time. Phew!

**The best job advice you have been given?**

Do it if it feels right for you. If you can't get it out of your head (and heart) and you're passionate about it, it's right for you.

**Your Plan of Attack for the next year?**

Take each day as it comes and remember, whatever is done, is done.. today is a whole new day. To broaden awareness of the Boutique. We've just been included in Vogue Magazine and I am hoping this will allow a wider audience to appreciate Lilies & Dreams.

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