

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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