



Zoe Thompson, Business Strategist, Founder of Build It Brilliant, Entrepreneur

Bio for consideration for:
Expert Comment * Radio and Podcast Interviews * Case Study Features *
Q&As * Women in Business Profiles



Summary

Zoe's 15-year career has been dedicated to connecting with people and supporting them to grow, learn and develop. Through her personal experiences Zoe knows the impacts of stress and anxiety and the positive impact those in the therapeutic/wellbeing space can make on people's health and happiness. Since 2011 Zoe has been a therapist and helped many people to overcome fear and regain their mental and physical strength. Now, she helps people in the service/helping professions to grow in confidence with online learning, so they can create a brilliant business which protects their work/life balance and share their expertise with a wider audience.

Zoe set up a company with £750 and turned it into a full-time career, she built herself an office out of wooden pallets and she learnt to ride a motorbike at 34 years old. Throughout her life Zoe has taken leaps of faith and learnt what it's like to feel the fear and do it anyway. Her can do attitude, zest for life and authentic nature inspire others to do the same and her therapeutic skills enable her to nurture and support others through their journey.

Specialisms to comment on:

Promoting yourself online with confidence, effective online strategy for your business, taking the leap and setting up a business, creating online products, courses and memberships, marketing a service/helping professions business, turning your knowledge into recurring income, overcoming fear and setbacks, motivation for solopreneurs, stress resilience as a business owner, work/life balance in business, writing and self-publishing a book

Online learning, developing and delivering effective online strategy, marketing a service/helping professions business, business ownership, taking the leap and setting up a business, promoting yourself online with confidence, overcoming fear and setbacks, motivation for solopreneurs, stress resilience, work/life balance.

Zoe's Story

Zoe Thompson is a proactive problem solver who has a passion for authentic human connection, happiness and health. To the outside eye her 15-year career has been varied, yet throughout it has focused on serving others and supporting them to develop, grow and learn.

In her early working life Zoe worked in the service industry, she worked her way up from washing dishes to relief-managing pubs, to managing a 150-seater restaurant and 27 members of staff. It's not the dedication to succeed which motivates her, rather a love of learning and a passion for the power of serving.

Zoe has 10 years of experience creating and delivering training in multinational companies and it's this experience that cemented her love of e-learning. Her love of technology, strategy and planning is matched equally by her love of creative thinking and inspiring ideas. Most of Zoe's childhood was spent without the internet or mobile phones yet now someone can create a video and connect with people around the world in an instant. Zoe has always enjoyed embracing the opportunities of technology.

In 2009 Zoe experienced debilitating stress and anxiety which made her physically ill. This experience led her to qualify as a hypnotherapist, an NLP practitioner, a coach and a SIRPA (Stress Induced Recovery Practitioners Association) practitioner. In 2011 she left her corporate job and set up her private therapy practice Refreshed Minds with just £750. Since then, she has turned this into a full-time career helping companies and individuals to overcome stress, anxiety and chronic pain.

In 2020 Zoe combined her love of technology, her knowledge of mindset strategies and her love of serving into Build It Brilliant, a company dedicated to supporting those in the helping professions to use online technology to 'build a brilliant' business. Build It Brilliant is more than just a business strategy, it's also a support network which enables and empowers professionals to make a positive difference in the world.

Outside of her professional work Zoe's zest for life and enthusiasm means she usually has a project on the go. Over the years these have included buying a dilapidated house and in 6 weeks turning it into a beautiful rental property, building herself an office from pallet wood and learning to ride a motorbike at the age of 34. Zoe is continually encouraging others to learn, grow and enjoy life on their terms.

Customer Testimonials:

"I found it quite inspirational and could see a way through the mire of trying to advertise and getting a message out there. You made what I thought an extremely complicated subject very simple. There's plenty to focus on. Thank you" Maeve Brown, Physiotherapist

For more information see:

Website: <https://builditbrilliant.co.uk/>

Youtube: <https://www.youtube.com/@builditbrilliant>

Facebook: <https://www.facebook.com/BuildItBrilliant>

Instagram: <https://www.instagram.com/builditbrilliant/>

Linked In: <https://www.linkedin.com/in/zoethompsonuk/>

For media enquiries, to arrange interviews, or request comment please contact

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