



# We're starring in a TV ad after beating cash worries

Couple's new door-to-door sales venture has helped them keep their home

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**A** COLCHESTER couple who bounced back from money worries are to star in a TV advert. Alison and Mark Bird were on the cusp of defaulting on their mortgage when they set up a home-based catalogue franchise.

Mrs Bird, 49, was a successful clinical hypnotherapist and was named as Colchester and Essex Business Agency's start-up business of the year in 2007.

However, by June last year, with the downturn in trade and running costs at £600 a month, she was struggling to survive.

At the same time, her husband Mark, 43, was made redundant from his job as a sales manager with Thomson Local Directories.



TV ad appearance - Mark and Alison Bird, of Maypole Green Road, Colchester

Picture: STEVE BRADING ZWFM2

She said: "He could not find a job and we were only just keeping our heads above water, living on my reduced and precarious, self-employed income and his Jobseekers' Allowance."

But the couple, of Maypole Green Road, Colchester, were determined to keep their home and joined catalogue company Kleeneze as self-employed distributors, after speaking to friends who had taken a similar path.

Mr Bird said: "We joined Kleeneze on the recommendation of friends and initially saw it as a stop-gap while I looked for another job."

"However, it quickly became apparent to us there was a real opportunity to make a thriving business for ourselves."

"Now I can't see myself working for someone else ever again."

"We're working for ourselves and really enjoying it."

Kleeneze distributors go door-to-door delivering and picking up catalogues from households, taking orders and then dropping off their customers' products.

They earn money for every order placed and can also build a team of fellow distributors to further boost

their earnings. Since May, the Birds have steadily built up their business and are now concentrating on adding new members to their team, in order to further boost their income.

Mr Bird said: "Since joining Kleeneze a few months ago as self-employed distributors, we have managed to bring in an average income of over £700 every four weeks, working part-time hours around my other business

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and our family commitments. By sponsoring others into the network, which we have now started doing, our income will steadily increase."

In fact, the pair have been so successful they were chosen by Kleeneze from 10,000 other distributors to front its advertising campaign.

The TV advert first aired on Janu-

ary 18 and runs for another six weeks.

Mr Bird said: "We're especially pleased we'll now be part of the national campaign to spread the word on what a great opportunity Kleeneze is."

"If we can build a business from redundancy and recession, so can anyone. This is a virtually no-risk way of setting yourself up in business, and your income is dictated by how hard you are prepared to work."

"I think in the current climate of economic and employment doom and gloom, our story is a real ray of hope."

Jamie Stewart, managing director of Kleeneze, said: "We chose Mark and Alison to appear in our new advertisement because they're a great example of how our distributors can make Kleeneze work for them."

"With many people looking for new opportunities in the new year, we hope the launch of our latest TV advertisement will prove to be well timed."

For more information on becoming a Kleeneze distributor, call Mark Bird on 01206 804994 or visit [www.TheEdgeGroup.co.uk](http://www.TheEdgeGroup.co.uk)

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