

it's what I wanted to spend my wages on anyway.

People seem to think that blogging is easy but actually it's challenging and you have to be really self-motivated. Plus, trolling can be really bad and you have to learn to deal with that.

Towards the end of my third year, it was getting increasingly hard to juggle my studies with my site. I was barely sleeping and I only just made it through my final year, which took its toll on my health. But the hard work was worth it when, in 2012, the industry finally started to take notice and I won my first major award.

Blogging for me is a brilliant way to engage with like-minded people and share topics I'm passionate about. I realised I was making more money from blogging than I was at my part-time job, so one day, after another exhausting 24 hours, I handed in my notice.

Money-wise, earnings started to come in after I hit 10,000 individual readers per month and brands would ask to collaborate with me on sponsorships and brand deals, which was all very exciting and still is to this day. When I left university, I decided to pause my TV presenter dreams and instead continued to write. I've never been happier. I've met the best friends through blogging and have had some life-changing experiences – walking the red carpet with George Clooney at the BAFTAs was a highlight.

I didn't go into this with a business plan, I went into it with a passion. If you're passionate about something and you want it enough, it will come. You have to work hard and be yourself. You are your niche!



'I DID A COMPLETE CAREER U-TURN AFTER I HAD MY KIDS'

Bethany Eaton, 38, decided to quit her job and start her own business



I loved being a policewoman. Working together as part of a tight team, you all look out for each other and it made you close. I enjoyed the thrill of not knowing what each shift would bring. That said, the long hours were hard work.

In 2006 everything changed. I became

pregnant with my first child and I realised that going back to that regime was too much. I was shattered and it made me sit back and think about what I wanted from life.

When my daughter was born, I felt like I needed to do something for myself. I'd joined the police to help people but unfortunately it became a thankless job and I wanted to do something bigger. So I talked it over with my partner Paul, also a policeman, and I handed in my notice without a plan, excited to see where life would take me next.

I had health issues, stress and hormonal problems due to working crazy hours and

eating the wrong food. So while recovering from my C-section, someone suggested seeing a nutritionist. It made such a difference that I decided to study for a nutritional degree myself.

Unable to eat dairy any more, I tried and failed to find a coconut milk yogurt. No one had ever introduced one in the UK or Europe so I identified a gap in the market. I just said to my husband Paul: 'Why don't we do it?' The COYO brand all started there. We got a third party to make it, then bought pots and labelled them. We sold COYO through a distributor in London first. I think the best part was seeing our product on the shelves of my favourite stores – being in Waitrose was my dream!

There've been lows too; the worst was when we set up our own factory two years in, because it was so stressful. I remember being late to collect my son from the childminder, then getting pulled over by the police and slapped with a speeding ticket. I just burst into tears because it was all too much!

Despite that, I have no regrets. It's never too late to change careers and if you aren't happy, then think about what you *would* like to do and make it happen.

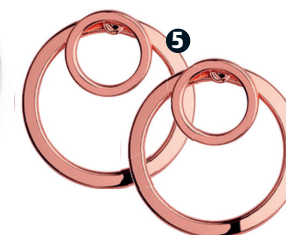


'This handbag will smarten up any simple shift dress'
Look's Fashion News Editor Maxine Eggenberger



Look's Interview CHEAT SHEET

You've impressed on paper; now it's time to look the part



'You'll always feel more confident with great skin'
Look's Deputy Beauty Editor Chloe Burcham



1 Bag, £15.99, New Look 2 Nars Creamy Concealer, £22.50 3 Dress, £49.50, Marks & Spencer 4 Chanel Chance Eau de Parfum, £55 5 Earrings, £20, Whistles 6 Neutrogena Hydro Boost Water Gel, £12.99 7 Hourglass Opaque Le Rouge Liquid Lipstick, £25 8 Blouse, £12.99, H&M 9 Skirt, £370, Diane Von Furstenberg 10 Too Faced Candlelight Glow, £25 11 Shoes, £49.99, Zara

HOW TO GET THAT JOB!



Career coach Alice Stapleton, (alicestapleton.com) explains how to boost your confidence and bag your dream job.

Find Your Dream Role!

Be clear on what you want from your next role – what skills, strengths and responsibilities do you want to be using? Think about who could help you with the perfect introduction. Find a handful of recruiters who specialise in what you're looking for, then organise to meet with them face to face.

Preparation

Get to know your CV really well and research the company. Find out what they do and what they're known for, then think about why you want to work there. I always tell clients to research your interviewers too. This shows curiosity and initiative.

Look The Part

Get a sense of the company's style and approach by searching online. Take their lead on how formal you need to be, but remember that it's better to be overdressed than underdressed. Interviewers like to see you've made an effort and that the interview is important to you, so aim to be immaculate.

The Interview

Be confident, open-minded, and friendly. Shake the hands of those interviewing you and introduce yourself. Don't forget to ask for their names and their roles and always prepare a few good questions to ask them. Remember, this is your chance to interview them as well and check the position is right for you.