



'I haven't got time'

"Some people use lack of time like a mantra. They constantly tell everyone how busy they are. But it's their excuse for not achieving big or making their dreams a reality. Bin the excuses," says Sharron.

"But each of us has exactly the same time - 24 hours, 86,400 seconds a day. It's about making those seconds work for us."

Sharron committed to one hour of writing a day, but didn't cancel a single work project. Instead she looked at what wasn't a priority and could be lost from her schedule. She gave up evening TV and cancelled her gym membership to free up an hour a day to keep up her fitness, something of paramount importance to her, she bought a mini trampoline and a 35-minute fitness DVD and worked out at home.

"I made writing as important as a meeting with the head of Estée Lauder and in three

You have to practise what you preach if you want to be taken seriously in the advice business. Sharron Lowe found an hour every day and put it to good use

months I had penned three chapters and a synopsis - enough to get an agent and a publishing deal.

"Do the same thing if you want to set up your own firm but have been putting off the lengthy task of writing a business plan, if you want to write a plan to generate new clients or increase sales by 20 per cent, tackle it. No Fairy Godmother is going to knock on your

door and give you the opportunity. You have to make it happen.

"Analyse your work pattern and where your time goes, prioritise and remove the things that are not necessary. You don't have to give things up forever; I'm happy to say I'm back at my gym again."

The *Mind Makeover*, the book which harnesses Sharron's motivational advice, has since featured in numerous publications including *Tatler*, *HELLO* and *Marie Claire*.

The editor of *The Mail on Sunday's YOU Magazine*, who serialised the book, praised it, thus: "this book will empower you to achieve anything. Sharron is the most dynamic and inspiring woman you could ever meet."

The Mind Makeover, £13.99, is published by Piatkus Books and is available in paperback and eBook forms.



A beautiful career...

Sharron Lowe was spoon-fed entrepreneurial spirit at the family breakfast table in Crosspool, Sheffield.

Her parents Joe and Margaret Lowe had stepped out of their comfort zone when their children were young to launch their own family business as manufacturing silversmiths, J.N. Lowe.

"Dad made silver giftware and had his own hallmark. Every day he talked to me about business. He told me: 'You take risks, you work hard and if you're failing, you fall forward.' I tell the same thing to my clients," says Sharron.

Her dream career was very different - she desperately wanted to work on a beauty counter in the most glamorous setting of all - Harrods.

Careers teachers at High Storrs school didn't reckon she would make it to the top people's store in Knightsbridge and told her to lower her expectations. How they underestimated the teen - and the positive influence of her entrepreneurial parents.

By the age of 22, she was spritzing fine

French perfume into exquisite clouds on the beauty floor at Harrods.

And today Sharron is one of the beauty world's most eminent gurus. But it isn't sophisticated customers who court her advice any more - it's the global luxury brands.

Success coach Sharron trains the brains at the very top of the most powerful names in the business - Chanel, Calvin Klein and Clinique, Parfums Christian Dior, Estée Lauder and Lancôme.

She got there through sheer determination. She studied for a beauty diploma at Granville College in Sheffield and at 18 she became a Fabergé consultant on the beauty counter in Debenhams on The Moor.

But very swiftly, she stood out. She consistently smashed sales records and was quickly promoted - by the age of 23 she was northern area manager for Fabergé.

After being head-hunted to a senior role by the beauty division of French couturier Nina Ricci, she became UK sales

and marketing director of an international cosmetics company and launched her own consultancy business in 1992, partnering and advising brands from board-level to beauty counter consultants.

Most of the people at the top of the organisations she works with are women, she notes with pride: "People stereotype girls on make-up counters. But in my experience, the MDs of the vast majority of big beauty brands are women who once worked on those counters and got their promotions for their terrific sales results and their passion and determination," says Sharron.

The glamorous 57-year-old who looks at least a decade younger doesn't only assist glossy brands with the power of positive thinking.

For more than 15 years Sharron has given her spare time to coaching 'mind makeovers' to homeless young women at the London charity Centrepoint, and to thousands as a motivational speaker at conferences in the UK and abroad.