



Lleucu Williams



Age: 23

Location: Blaenau Ffestiniog

Business Name: Freelance illustrator

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Why did you decided to set up a business?

Since I was a child I knew I wanted to be an illustrator, and I focused my education on achieving this goal - not realising until quite late that this would mean setting up a business. I had been doing a few freelance commissions while I was at university, and after I graduated the intention was to continue working part time as a illustrator whilst also finding other work until I'd built up enough portfolio to be able to go freelance full time. When the pandemic came, my job contract had just ended and I didn't think I would be able to work for a while, but I was lucky to be offered several freelance projects at the beginning of the pandemic. Since then I've recieved other opportunities to work with different clients. After that the decision to establish myself as a full time woman illustrator followed quite naturally.

How has Llwyddo'n Lleol/ Amser i Fentro helped you to develop?

Participating in Llwyddo'n Lleol was great as I had only recently started full time - the encouragement from the team pushed my to promote myself and it was a great being part of a group that was on the same journey as me. Hearing stories of other businesses during our sessions were great, and it allowed us to seek advice on more practical topics such as taxes, which was very useful.

What are your hopes for the business going forward?

I'm hoping to keep up the momentum that the business currently has. I hope to continue working on different projects with different clients across Wales, as well as connect with English companies such as publishers of children's magazines and books. I would also like to take advantage of my language skills by contacting companies in France or Spain, and continue to explore different drawing possibilities through work such as murals, animation etc.

If you had one sentence to tell another young person who's thinking of starting a business, what would that sentence be?

If you're passionate about something, don't be afraid to go for it - It takes a long time to feel like all the hard work has paid off, but nothing compares to realising that you're now make a living from something you love!

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