

# client focus

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# Q&A

with Aaron Child,  
owner of Painted Life Ltd



## Kim Cleminson-Jones

"I began working with Aaron in 2018, his company, Painted Life Ltd, was well established at this point but he was struggling with lack of support and advice from his then accountant. When Aaron contacted me, he explained he was looking for a more personal service, an accountant he could rely on. He was already using QuickBooks in his business, which was great for us as this meant we could jump straight in and look at the current business performance without needing to perform a lot of bookwork to get this information.

When I first started working with Aaron, he was operating from a small office space above a popular coffee place in Oswestry. Very early on into our working relationship, he explained how he wanted to travel and still operate his business as he travelled through Europe. We assisted him with tax advice for foreign income and how best continue operating and maintain his compliance for tax and as responsibilities as a director. Unfortunately, Aaron's travels ended abruptly due to Covid, and he was forced to return to the UK, but to no work due to the tight restrictions. We assisted with grant applications and secured as much funding as possible.

Just recently, Aaron's company has undergone huge changes, opening a large studio space in the heart of Shrewsbury, and expanding his range of services available. Highly Flammable Studios was an idea Aaron came to me with in 2021, at the time he was in full planning mode and wanted reassurance he could afford the new commitment of the lease on the building. We introduced Aaron to a piece of software called Fluidly, which allows scenario planning, using his data from QuickBooks it provides detailed cashflow forecasts and the effect a particular scenario would have on the company cashflow. This gave Aaron piece of mind but also a solid starting block for investment he would need to ensure he had ready.

I am so excited to see Aaron and Painted Life Ltd flourish and succeed as he starts his new venture with Highly Flammable Studios, we will be there by his side for advice and support as and when needed, of course. There is no better sense of accomplishment, then seeing your clients grow and succeed, this is at the heart of all our services".



ACCOUNTANCY SERVICES

In this edition of Client Focus we meet Aaron Child owner of Painted Life Ltd, a video production company based in Shropshire but producing work all over the world. Painted Life specialise in creative marketing videos for businesses, events, and tourism.

**A**aron from Painted Life discusses how it's important to invest in yourself and your business and how KC Accountancy Services has given him endless guidance and support through the many ups and downs over the last few years!

**Hello Aaron! As a business owner, what is it that motivates and drives you?**

Creating projects that push my skills and creativity to its limits. Exploring stuff that's never been done before!

**If you had to describe your life as a business owner in three words, what would they be?**

Non-stop, creative, and chaos!

**What has been your biggest success and what have you found most challenging?**

Opening up my studio in the centre of Shrewsbury (Highly Flammable Studios) after coming up with the idea whilst traveling in 2016. The most challenging is maintaining work/life balance

**What advice would you give other business owners who are starting out?**

It's important to invest in yourself and your business. Even if getting an accountant involved at the start feels

like a big investment, to begin with, it will absolutely pay off in the end and save you so much stress! and I couldn't recommend Kim more highly! She's an accounting genius with a real passion for helping people. And she's damn good at it too!

**How did you start working with KC Accountancy Services, was there a reason they stood out from other accountants?**

From the very beginning, Kim from KC Accountancy Services was super friendly, helpful, and incredibly kind! She has not only helped me sort out my accounts but has given me endless guidance and support through the many ups and downs over the last few years! I definitely see Kim as part of the team!

**Why do you think it is important to work with an accountant, how has your relationship with KC Accountancy Services benefited your business?**

Working with Kim has given me a much better understanding of the finances in my business. She is an endless resource of useful information and she is constantly on top of the ball when it comes to grants and funding opportunities - particularly through covid, Kim was proactive and helped me obtain funding I didn't even know was available.

**What are your future plans for Painted Life?**

We have been setting up Highly Flammable Studios for the last 3 months and it will be officially open very soon!! We intend it to be a creative hub for digital creatives across Shropshire - as well as a space I can make some really cool projects happen! Other than that, myself and my partner Alana hope to make travel films a little more regularly - maybe a documentary or two across the world!

**Thank you Aaron!**

For more information on Painted Life and the services they offer visit: [www.paintedlife.co.uk](http://www.paintedlife.co.uk)



## Thinking of starting a business this year?

Starting a business for the first time can be daunting, as there is many things to consider. Our 'Business Start-Up' service is there to help you make decisions on your business model and structure. Not only that, we can also assist in setting up a limited company and offer company secretarial services if required.

Get in touch today to find out more about our services and how we can help you.

If you are a current client and would like to be featured in a future edition of Client Focus, then please don't hesitate to get in touch with our team:

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