

THE ACCIDENTAL ENTREPRENEUR

Turning Tragedy into Triumph to Embrace my Destiny in Entrepreneurship

SERENA HOLMES

Vulnerable and honest, *The Accidental Entrepreneur* takes the reader on a journey of self-discovery, weaving together deeply personal stories of heartbreak and resilience along with business anecdotes and relevant, real-life examples. Serena details how she managed to navigate the tremendous challenges life threw her way, using these lessons as stepping stones to pave her path to success.

Serena Holmes is a multi-award winning entrepreneur, but she had a humble beginning. She was "born with a silver spoon in her mouth, but it tarnished." At least, that's what she was told when she was just six years old. She was born into the perfect nuclear family but her life began to crumble when her father walked out and a year later, when her brother was killed in a tragic accident.

As a series of events began to unfold throughout Serena's troubled childhood, she came to the realization that life is what you make of it. She believes it's up to you to take ownership and accountability of the outcome. With this in mind, she found a way to leave a difficult situation when she was twelve years old so she could start her life over.

As Serena developed into a young adult, she took advantage of an unexpected opportunity to partner on a business venture at the age of twenty-three, taking over the company just four years later. Serena addresses some of the struggles that she, like any aspiring entrepreneur, can expect to encounter while growing, managing, and maintaining her company. As she progresses throughout her career, Serena shares some of the biggest challenges she faced, how she overcame them, and the lessons she learned from them.

The Accidental Entrepreneur is not only for budding entrepreneurs and business professionals, its also a book for anyone looking for some motivation and inspiration in their life.



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Serena Holmes was born in 1981 and raised east of Toronto, Ontario, in Scarborough, Stouffville, and then Pickering, which is where she still resides today. She graduated from Ryerson University with a degree in Broadcast Journalism but pivoted into the world of events. Shortly after graduating, an opportunity to partner on a new business venture presented itself. The founder left the company just 4 years in, so Serena took the risk to buy her out as the world was staring down the 2008 recession. Since that time, Serena has been able to grow the agency substantially to more than 2,500 part-time event staff and managers across Canada and the United States. Her agency has been recognized for its work, taking home 15 awards since 2014 along with more than a dozen other nominations. When Serena isn't busy with her business, she is spending time with her husband, her daughter and her two miniature chocolate pinschers. Prior to the pandemic, she also loved to travel; so much so, she and her husband got married at an exotic destination in Thailand.

AUTHOR Q + A

What inspired you to write and publish *The Accidental Entrepreneur*?

I have always loved reading and grew up aspiring to write a book. I had a pretty crazy childhood and initially thought I'd write a book that people could relate with to help them through a troubled situation. As time progressed however, I realized that the situations I faced throughout my childhood laid the foundation for my future in entrepreneurship. My book intertwines deeply personal stories and relevant business anecdotes - both of which reveal how I used these lessons as stepping stones on my path to success.

What kind of advice or tips can budding entrepreneurs expect from your book?

Although my book includes a lot of personal details, especially in the beginning, it quickly transforms into how I 'fell' in to entrepreneurship and outlines some of the most important things I learned along the way. Throughout the book I describe everything from fielding challenging clients and legal issues to hiring/firing employees, how I was able to grow my company and even how I developed passive income streams. At the end of the book, I sum everything up with my top ten tips for entrepreneurs.

How do you continue to learn and grow as a leader in business?

I believe in life long learning. I have taken courses regularly over the years in digital marketing, sales, leadership and more. It's important to take time to develop personally, so you can grow professionally. I try to learn as much as I can from others, especially those who can help me get where I want to go even faster!

Is there a part of your book that you are most excited for readers to discover?

I am equally excited as I am nervous. Due to the extremely personal nature of the book, I think readers will be surprised to learn so much about what I've gone through, both with my family and my career. Being a business owner is not easy. While you can be faced with a new challenge at any time, I think it's how you handle them that matters most.

