

8 Lessons From Building (and Losing) a 7-Figure Snack Brand

Olly Martin — Business Coach & Consultant

Helping founders grow faster, smarter, with fewer mistakes

Mirror

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INYOURAREA FUNERAL NOTICES SHOP COMPETITIONS DATING OFFERS

Struggling couple forced to sell belongings on eBay now run £1million company

EXCLUSIVE: Olly Martin and Anja Hammond say they want to inspire other people to take that leap of faith and start their own business



Comments 15

MONEY By [Emma Munbodh](#) Money Editor

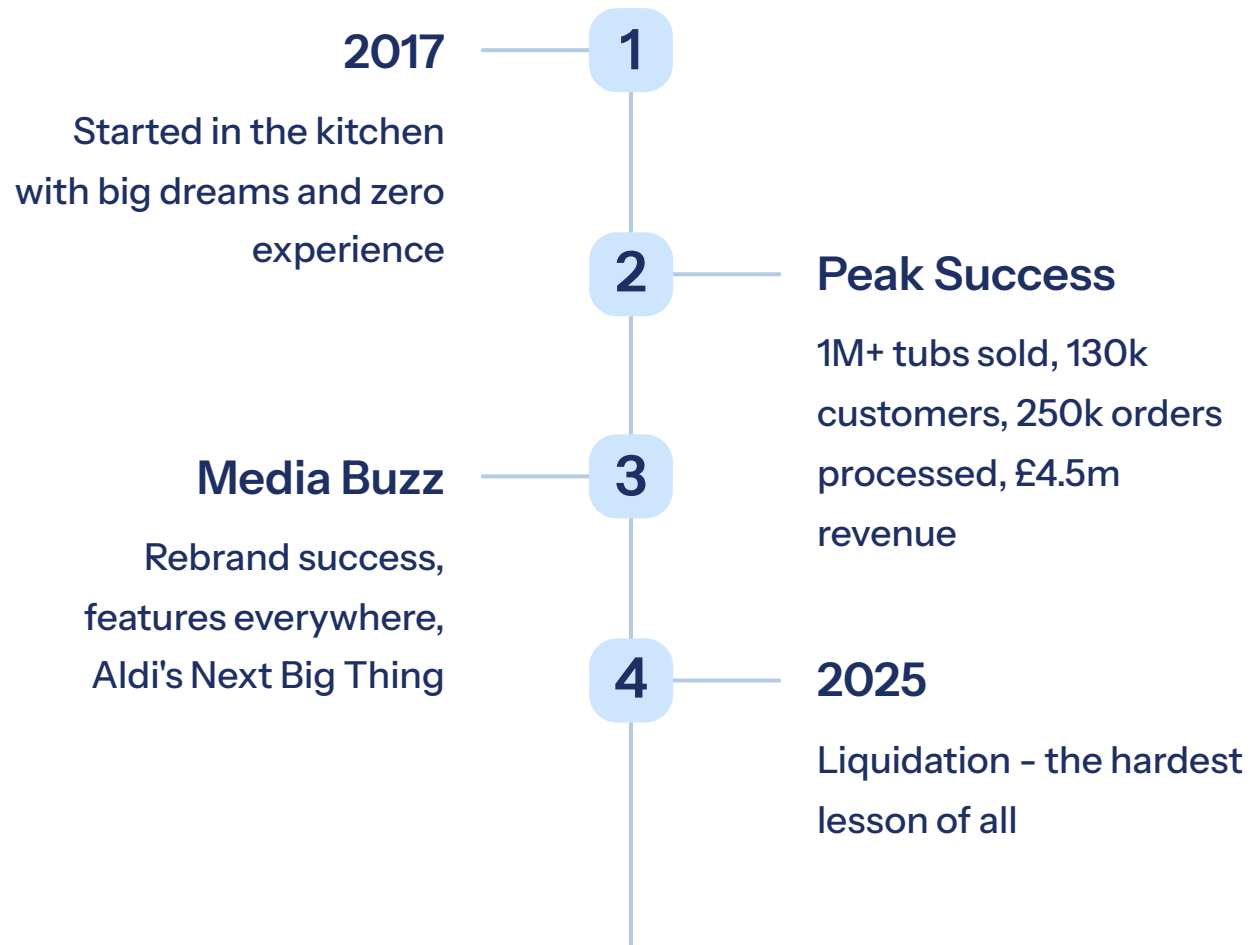
11:35, 17 Jun 2021 | Updated 19:39, 18 Jun 2021



COUPLE'S SCRUMMY COOKIE DOUGH WHICH MADE £1MILLION COMPANY

A couple who felt trapped in minimum wage jobs sold all of their possessions on [eBay](#) to raise £1,200 and start a business – and they've made £1million in the past year.

My Journey in 60 Seconds





The Highs

Selfridges Discovery

They literally found us scrolling Instagram - organic magic at its finest

Social Media Gold

180k+ followers, TikToks hitting 1M+ views - we cracked the content code

TV Fame

Aldi's Next Big Thing on Channel 4 - prime time validation
Turned down Dragons Den 3 times

Manufacturing Beast

Built our own facility churning out 5 tonnes per week generating £4.5m revenue

The Hits

Zero Investors

Fully bootstrapped - flying solo when we needed backup & ended up using credit cards & loans

Cost Explosion

Energy bills, labour costs, ingredient prices - everything skyrocketed simultaneously

Facility Nightmares

Break-ins, copycats stealing our ideas, and actual death threats over our name

The End

Liquidation - when the dream becomes a spreadsheet of losses





The Turning Point

"Most of my biggest insights didn't come from the wins... they came from the hits."

Every scar taught me something that success never could. Here's what nearly broke me - and what it revealed.

Lesson 1: Choose the Market, Not Your Emotions



Don't recreate the wheel

Find proven demand, then differentiate like mad. I chose with my heart & followed a trend.

Cost me years of fighting uphill battles that could've been avoided.

- Choose a pain that requires a solution
- Find someone already successful in the market with over 300k website visits per month.
- Mine their reviews & social comments to understand what they lack
- Introduce an improved version aimed at a different demographic.



Lesson 2: Complexity Kills

Avoid models that scale badly

Chilled products, in-house manufacturing, massive overhead - I picked the hardest possible path

Complexity drains everything

Your margins, your energy, your sanity. Simple beats sophisticated every bloody time.

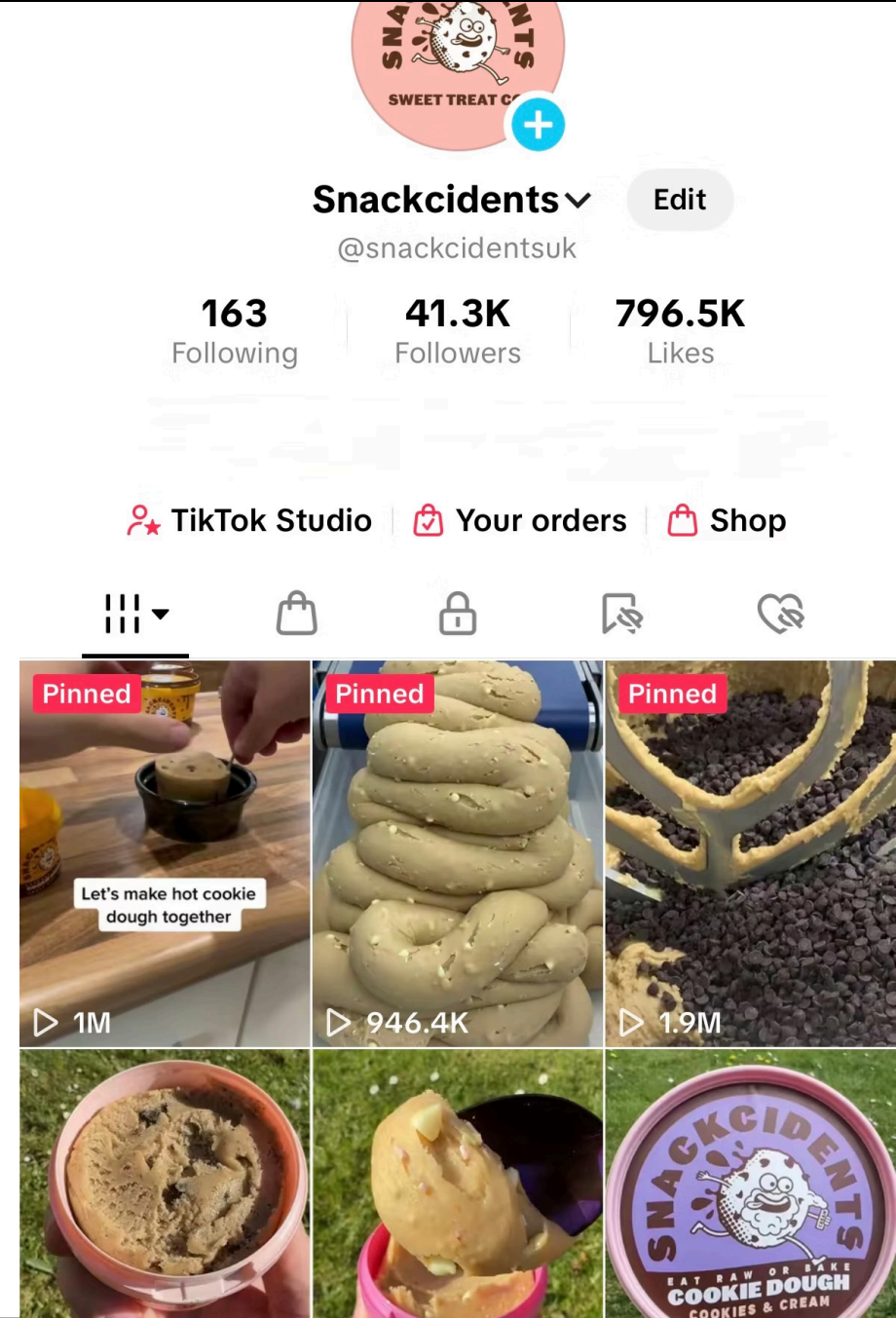
Lesson 3: Put Your Face to the Brand

People buy from people

Your story is your unfair advantage. Hiding behind a faceless logo was my biggest mistake.

Authenticity wins

Customers connect with humans, not corporate speak. Your vulnerability becomes their trust.



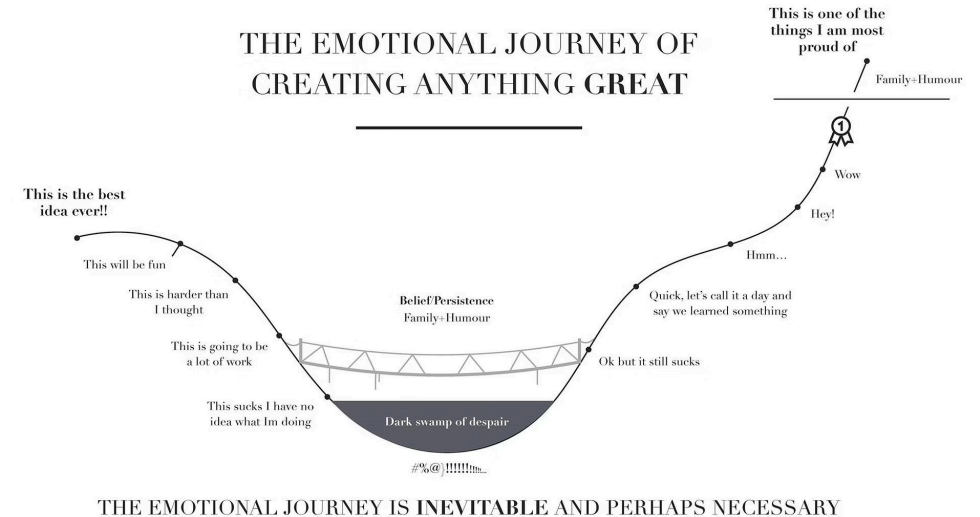
Lesson 4: Learn Ads Yourself First

Don't hand over your growth engine

If you can't run £1k ads effectively, how can you possibly judge a £3k agency?

Master the basics first - then scale with experts.

- Master organic before paid.
- Don't run before you can walk.





Lesson 5: Approach Retail Early & Diversify Channels

1

Don't wait for discovery

Build relationships from day one, not when you're desperate

2

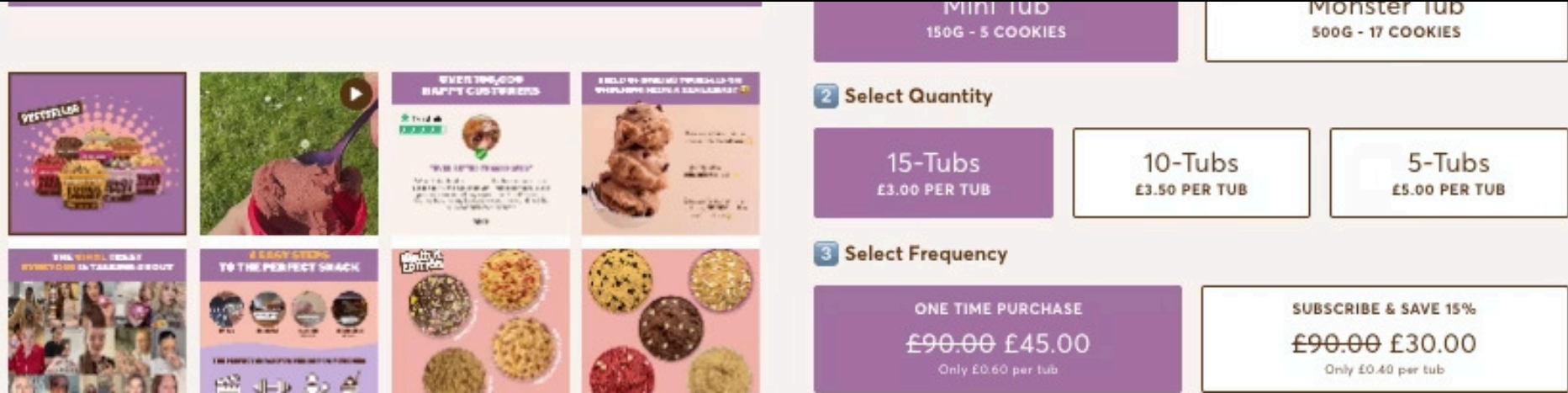
Be intentional

We got Selfridges by accident - imagine if we'd actually tried

3

Relationship building

Takes months. Start before you need them



Lesson 6: Keep It Simple



Complexity is the conversion killer

Fewer choices = higher average order value, better conversion rates, lower customer acquisition costs. Simple maths, complex to execute.



Lesson 7: Don't Personally Guarantee Loans

1

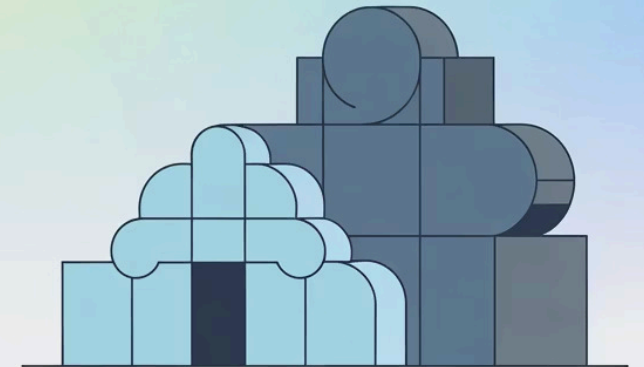
Business risk stays with business

Your personal life shouldn't be collateral for company dreams

2

One wrong step costs everything

Not just money - relationships, mental health, future opportunities



Personal
Finances

Business
Risk

Lesson 8: Remove Yourself from Day-to-Day

If you're in the weeds...

You can't see the road ahead. Your job is steering the ship, not scrubbing the deck.

- Delegate the routine
- Systematise everything
- Focus on strategy, not tactics
- Outsource any task that does not directly increase revenue
- Look after your health
- Don't be too stubborn to move on

CEO thinking requires CEO-level perspective.



Want to Avoid My Mistakes?



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delivered to your inbox



30 Lessons

Lessons I wish I'd known 8
years ago



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30 Days.

30 Lessons.

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when ur telling ur grandparents about ur job and they have no clue what ur talking bout but they're supportive



One Final Thing...

"Anja was responsible for all of our content & socials. The results speak for themselves."

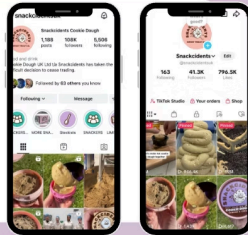
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PROVEN RESULTS

- ✓ Built 187.1K followers across TikTok, Instagram and Facebook for Snackcidents
- ✓ Generated 4.3M+ video views
- ✓ Viral TikToks with 1.9M, 1M, 946K, and 896K views



Viral TikTok Videos for Snackcidents



896.6K Views



1.9M Views



946.3K views



1M Views