

Gwen Ryan

Love From Ireland

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Originally from Dublin, Gwen Ryan has lived in Ballyvaughan, Co Clare since 2006. She set up her business, Love From Ireland, at home in September 2023.

Love From Ireland is a print-on-demand postcard company that makes it easy to send greetings by post to friends and family. Gwen first had the idea when she moved to scenic Clare, but it wasn't viable at the time. With the rise of mobile technology, she revisited the concept and developed her business model.

With mentoring support from Clare LEO, Gwen launched the website in January 2024. Customers can create postcards online at their convenience. The cards are then printed and posted by hand from Ireland. Customers can upload their own photos or choose from a collection by Irish artists and photographers, who receive a fee per sale.

Gwen initially used Google Ads and social media to promote the business, which helped with visibility, but she finds offline promotion and working with other sustainable tourism ventures more effective.

Love From Ireland is a member of the Burren Ecotourism Network and now offers Postcard-Perfect Photowalks. These walks in Ballyvaughan and Donegal Boardwalk teach visitors how to capture postcard-worthy images using their mobile phones.

Gwen says the biggest benefit of the ACORNS programme was the accountability that came from setting goals and sharing updates. As a new business owner, learning from peers and celebrating progress kept her motivated. The support from her ACORNS group and lead entrepreneur has developed Gwen's confidence and business acumen.

She is focused on growing visibility, with the goal of making Love From Ireland a household name in greeting cards. Once sales are consistent, Gwen plans to hire someone for a combined operations and marketing role.

