

# BUSINESS LEADER

HENDRICKS COUNTY

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## OPEN 4BUSINESS



Photo by Rick Myers

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### What prepared you for this endeavor?

I've always worked in a marketing capacity for small businesses, where I had to play multiple roles – the marketer, PR person, copywriter, sales support person, event planner and webmaster. That experience has helped me develop a wide range of skills, which I can now use when executing every aspect of my customer's marketing plans.

### What are the trends for your industry?

With shrinking marketing budgets, the trend in my industry is to find lower-cost alternatives for marketing a company. Some of the most popular

activities right now involve online marketing strategies, such as search engine optimization and e-mail newsletters.

### What do you offer that your competition doesn't?

I really try to work closely with my customers – almost as if I'm a member of their staff. I think it's also important as an outside consultant

to have a good understanding of my customer's industry so that I can "speak the language" in their marketing materials.

### What is your projected revenue?

I have been blessed with a wonderful group of customers so far, and it's been a tremendous experience. Right now I am focused on providing those companies with the marketing support they need. In order for my company to grow, I'll probably need to partner with individuals similar to myself.

### Do you have a mentor?

I wish I had a mentor, but I've met many talented professionals that have provided me with advice along the way. I also enjoy keeping up with my industry and learning new things by attending workshops and reading business and marketing books.