

## **INTRODUCTION**

### ***Realizing A Vision, Your Toolkit For Success Words Of Wisdom For Young Female Entrepreneurs***

Excerpt: Not all the stories or examples of ideas are included

## ***Realizing A Vision, Your Toolkit For Success. Words Of Wisdom For Young Female Entrepreneurs***

*Realizing A Vision, Your Toolkit for Success. Words of Wisdom for Young Female Entrepreneurs* is a guide for Generation Z high school girls who have a business, are emerging entrepreneurs or a planning on having one.

It is designed to help you! As a young woman you know there is more to being an entrepreneur than having a good business plan. It doesn't matter what stage you are on your entrepreneurial journey. So many of the soft skills you need to know to build a sustainable business are not taught in school. Unfortunately, there are very few organizations that focus on what traits and characteristics female entrepreneurs need to develop for success.

The wisdom shared with you from the book can be a powerful tool for growing your business. It is meant to help you get more out of your own life as much as it is in our business

I also wrote *Realizing A Vision, Your Toolkit for Success* to help you develop the vision for your business with the ability to take on the world. I've met so many high school girls who are unique and self-sufficient. I admire that all of you are quite capable of making your own decisions. After all, you are a member of an imaginative generation ready to be change-makers.

Throughout this book, you'll be introduced to young women who have built exceptional, innovative, and profitable businesses. You'll learn from highly accomplished women who have mentored others to start and grow successful businesses.

### **What To Expect**

I've seen how the information helps to increase the ability of young women to make a difference with their businesses. You'll be able to figure out what you need from the book and then decide what topics to focus on first. You may already have some of the characteristics shared by talented women entrepreneurs. After all, you think differently from young women in other generations.

While reviewing the Table of Contents, look beyond your environment and think about the limitations you've placed upon yourself. You may find advice that will help you change your way of thinking.

After you review the Table of Contents look at the written exercises. They were created to guide you just as much as the chapter contents. When you've finished reading the book and

completing the exercises, you'll know what is needed to complete your toolkit. You'll easily be able to apply the points to your life as an entrepreneur.

### **Enjoy Realizing A Vision, Your Toolkit For Success**

I want to see all high school girls who are entrepreneurs and emerging entrepreneurs become as accomplished and influential as the trailblazers ahead of them.

Imagine your story as an inspiration for other girls to move forward with entrepreneurship to find solutions to problems, create new products, or improve ones already in the marketplace. You may become a mentor when other girls see your authenticity and hear about your entrepreneurial journey. Opportunities will come where you can make a difference.

Whether you are an emerging entrepreneur or one who has been around for a while, for these techniques to work, you need to be committed to your personal and business growth. You need to be focused on making a difference with your mission and business. Your hard work and determination to succeed along with becoming financially responsible will have a strong effect on the world you know.

When you finish the book, you'll have a toolkit filled with wisdom from exceptional female entrepreneurs of all ages and lifestyles. I made sure a variety of industries and types of businesses were represented because your generation can impact the world in so many areas. It all starts with an idea, a plan, and an overwhelming passion and vision to find answers to a challenge or problem.

## **CHAPTER 1**

### **PASSION**

#### ***An Essential Ingredient For An Entrepreneur***

Excerpt from the chapter. Not all the stories or examples of ideas are included.

## **CHAPTER 1 PASSION**

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Accomplished entrepreneurs will tell you it is imperative to fall in love with every aspect of what it takes to build a business. That includes working long hours, facing challenges, and overcoming adversity. To have the commitment level and confidence needed to follow through you need passion for your business.

While passion is an intangible quality, you can measure passion's presence by the amount of desire you have to keep moving forward, no matter how difficult things seem. To be more exact passion is a strong feeling of enthusiasm, excitement, or extravagant fondness for an idea or activity. It makes life worth living and is something you can do each day without getting tired of it. People will be drawn to you because of your passion. They will cheer you on when others make light of your idea.

On the other hand, if you start a business you are not passionate about what you're trying to accomplish, it will be difficult to commit to facing the long hours, challenges, and adversity. It takes a lot of energy and focus to start and grow a business. The same holds true if others convince you the purpose of starting a business is solely to make money or become famous.

### **How Passion Changes Lives**

#### **You Know Yourself Better Than Anyone Else**

Be assured age does not make a difference when it comes to discovering your passion. Think about all the ways you can turn your passion or passions into a business. You may be passionate about activities like coding, creating innovative software applications, dance, painting murals, designing websites, or taking care of rescued animals. All of them could be translated into an entrepreneurial venture while you are in high school and you can continue to grow your

business beyond your teenage years until you decide to sell it or expand it into other areas. The more business opportunities you see the easier it will be to find the one that will work for you.

### **It Is Important To Please Yourself And Not Let Someone Else Convince You Otherwise**

Author and serial entrepreneur Stacey Ferreira gives this bit of advice, “Don’t think there’s something you can’t do just because somebody else says you can’t. It’s your choice whether you do it or not. And remember, you don’t have to do it if you don’t like it. Just because you’re good at something doesn’t mean you have to do it.”

You know yourself better than anyone and are the only one who can truly find your passion. Most people don’t know that talent and passion are not always the same. They think if someone is talented with a certain trait then a business can be developed around it. Most everyone loves to give an opinion so refuse to let others decide what your passion is and the path you should take. They only see what is happening on the outside of you. As a result they may want you to focus your time and attention on their ideas because it feels right for them. Don’t let their perspective alter your path; you are the one in control.

A friend or relative knows you have a talent for a specific activity and thinks it would be a perfect reason for a business. In fact, they may encourage you to start a business based solely on your talent.

Before you start the business, ask yourself if the reason you are doing it is that you’re passionate about it or is to please someone else.

Ana Rivas is a perfect example of how a family member believed her talent would make a good business. Ana was a member of the Girls’ C.E.O. Connection Young Women’s Advisory Council in high school. At the age of 14, Ana began a small business designing and selling hair accessories on Etsy and to her friends. She loved fashion and had a real talent for designing hair accessories. Ana attended the Los Angeles Business Magnet School with an emphasis on fashion. It was there she began a fashion club, wrote a fashion blog, and created a fashion

magazine with the members. The magazine was a huge success and the fashion club members appeared on a Los Angeles Saturday television program for cool teens.

Ana's mother wanted her to continue the Etsy business and apply to a fashion design school. During her senior year of high school, Ana realized it was more important to please herself than her mother. The fashion club disbanded and the focus of the magazine changed from fashion to literature. Ana did not continue with the Etsy business nor did she apply to a fashion design school.

Ana had been a photographer for the club's magazine and coordinated the photoshoots. That was when Ana found her true passion, photography and graphic design. She never tired of creating innovative pictures with her photography. She wanted to spend her time in college taking photography and graphic design courses.

### **Ideas For Finding Your Passion**

If you don't know what your passion is yet perhaps these ideas will help you. When you visit the same place every day or year you might want to look at the surroundings and activities with an open mind. Try it when you are driving or walking around your town. Sometimes window shopping or browsing the Internet will help you find your passion. While on vacation, a school-sponsored trip, Spring Break trip, look at activities or places you will visit. Watch to see if something sparks your interest. For example, you love to watch the home-renovation shows on TV and online. Your favorite segments are the ones where children and teenager bedrooms are remodeled. It's so much fun to see how excited they get about their new rooms. Every time you are at friends' homes and hanging out in their bedrooms, you envision ways to make their room fit their personalities. You've discovered your passion. It came from watching home-renovation specialists on TV and online remodel teenage and young girls' bedrooms.

Additional ways of finding your passion:

- What particular cause of causes do you believe in strongly and want to change the world to find a solution? \_\_\_\_\_ When you learn about a fundraising project for them do you volunteer to help? \_\_\_\_\_
- Is there a message you want to get to others to help contribute to a solution? \_\_\_\_\_
- Have you found through your school's community service projects an activity you love to do? Do you get excited to do it after school or on the weekends \_\_\_\_\_

### **Brainstorming**

Who would you want to brainstorm with once you came up with your business idea(s)?

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To give you an example, two 9th grade girls decide to start a business redesigning apparel that was currently sold in stores to their age group. Amy and Cathie thought they knew better on what teen girls really liked rather than the manufacturers and stores. They were tired of not being able to find clothes they liked while shopping.

Each of the girls had a sketchbook filled with their ideas. They knew the kind of fabric to use and had decided what to charge per garment. They even had a website design in mind. Amy approached her aunt for advice on the idea and how to start their business. Her aunt had worked in the fashion industry for several years. Amy's aunt also helped women across the country launch and grow their businesses. She asked the girls questions like, where would they buy fabric and who would make samples of the designs? The girls had not yet considered these things.

Amy and Cathi had discussed a bit about finances. Cathi was going to invest her Bat Mitzvah gift money and Amy was going to babysit. When the aunt asked what would the parents say if one girl put in more money than the other, the girls decided to hold off on their business

idea for the time being. If the aunt had not been consulted they may have spent unnecessary time and resources trying to develop the idea.

What ideas do you have for a business that you would like to brainstorm with family, friends, or entrepreneurs?

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### **Passion Is A Necessity For A Successful Business**

If you realize your business is moving away from your passion that can become a real drain of your time and energy. Brainstorming might help in finding a solution. There are always ways to get back in line with your passion; it may just take someone else to help you see them. For example, in 9<sup>th</sup> grade, your parents convince you to start a babysitting service. There is good money in it especially when the job is with two or more children. After a year your business is thriving and you need to get other girls to work with you. The media and your community recognize you as a successful young entrepreneur. However, you are losing enthusiasm and don't enjoy babysitting as much as you once did.

Your true passion is planning parties and you have done several parties for friends and relatives. Making money is a different story because you are a high school sophomore. Here's an idea on how to combine your passion with your current babysitting business. You have the trust and respect of the parents using your service. A way to include party planning into your current business is to plan birthday parties for your clients' children.

Other girls work with you that could help with the parties. There will be girls working for you that would rather babysit. That's fine. You'll just be adding your passion for party planning into your current babysitting business. You will be helping the parents in two ways as well as your babysitting crew. On top of it, the kids know you and your team. It would be easy to find out what would make a good party for the kids. It can now become a business.

Your passion can make your world a better place, fill a void in the marketplace, or provide a solution.

**What are you passionate about?** \_\_\_\_\_

If you have more than one passion there may be no reason you can't combine them to create a successful business. If you still have trouble deciding what your passion is or you are not sure here are some additional ways to find out:

- What subject(s) in school do you really enjoy?
- What are your favorite sections in a bookstore?
- What are the things you enjoy doing?
- What makes you feel energized, connected, and stimulated?

Now, highlight the passion(s) you believe would do well for a business. What you choose needs to be strong enough to continually fuel your desire to stay focused. You want to be able to follow through no matter what distractions or challenges come your way.

**Show Your Passion And You'll Be Surprised Where It Takes You**

When life's circumstances are just too difficult to take the path you originally envisioned you have to think outside of the box. Even if your passion doesn't unfold in the way you expected you could use it to take a new path.

Take for instance one of your classmates, Nancy has a passion for ballet. Nancy wants to become a professional ballet dancer and then a teacher or choreographer. She attends three to four ballet classes weekly. Every December she is in the Nutcracker and performs in other dance programs throughout the year. Nancy regularly attends professional ballet performances and watches ballet videos on YouTube. She knows the stories of all the famous ballet dancers, past and present.

When the cost of the ballet classes increased Nancy's parents could no longer pay for the lessons. They also could not give her money to attend professional performances. Nancy's ballet instructor knows her passion for ballet and understands how important the dance is to her. The instructor steps in and makes it possible for Nancy to attend the live ballet performances. Attending performances and watching ballet on videos allows Nancy to continue enjoying her passion of ballet.

Recently Nancy's doctor informed her that her feet weren't designed to absorb the pressure required for long-term ballet dancing. After the ballet instructor learned of the doctor's diagnosis she suggested Nancy consider starting a business centered on ballet. It would depend on how creative and committed Nancy would be to it.

There are options Nancy can choose to use her love for ballet and become a successful young female entrepreneur. Nancy may find her business idea would provide her with more stability and income than a career as a ballet dancer. Some of the ideas for Nancy are as follows:

- Write a blog to review different ballet performances from a teenager's perspective. Get advertisers that would complement her blog subjects.
- Videotape interviews with her favorite dancers and post them on YouTube, Vimeo, her blog, and social media sites. Nancy would want to share them with the dancers she interviewed. She could get advertisers for the blog and/or agree to have advertisements shown on her YouTube channel.
- Give after-school or Saturday classes to children and teens on the interpretation of stories through ballet.

### **Have The Courage To Follow Your Passion**

Here is an example of a passion that was turned into a business. Even if this is not your passion it gives some ideas for businesses that can be created. It also shows the different ways to learn more about the business before you launch your own.

For years Rhonda loved to bake desserts and soon learned she had a passion for it. It's fun for her to do it with friends and family. Rhonda is in high school now and wants to turn her

passion into a business. A school counselor suggested brainstorming with family friends and business professionals on how to make it happen. Rhonda knows there is a definite market for custom decorated cakes and cupcakes but is not sure exactly where to start. Some ideas that came from the brainstorming sessions are as follows:

- Work with bakeries on their special occasion made-to-order cakes. This will be an excellent lesson in how to run the business, provide excellent customer service even to difficult customers, and work with suppliers.
- Take a professional pastry-baking course offered through the culinary school or community college.
- Create unique cake and cupcake designs to sell to local bakeries
- Teach baking and/or cake decorating for private parties or classes

When the time is right Rhonda would be ready to open the business she wants. It is probably best to start it in a non-competing location of your mentors. It is even better to locate the bakery in a different community. In most cases, mentors will want to continue in their role of giving advice and quite possibly pass business along to the mentee.

Don't just sit there, take a leap of faith and turn your passion into a business. It will be your way to start making a difference in your world.

What kind of entrepreneur will you be? \_\_\_\_\_

What kind of entrepreneur are you now? \_\_\_\_\_

What kind of business are you going to start after you discover your passion(s)? You can have more than one idea.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

When you are passionate about your business idea or the business you have already, people will see your enthusiasm. They will be drawn to you because of it. As a result, there may be people who are willing to provide you with advice or connections to help you succeed.

**CHAPTER 3**

**BRANDING**  
**IT ALL MATTERS...**  
**YOU ARE THE BRAND FOR YOUR BUSINESS**

Excerpt from the chapter. Not all the stories or examples of ideas are included.

## **CHAPTER 3 BRANDING**

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### **Starting Today You Are The CEO Of Your Life And Business**

You are the face of your business. In other words, you are the billboard for your business.

It does not make any difference what type of business you want to start or have already started.

You are the brand you create yourself to be and are in charge of it. I want this chapter to be a guide and inspiration for you when you are developing your personal style and brand. The school you attend does not define you. Neither do any clubs or high school sororities. Instead of looking at yourself as just a student or a member of a club or athletic team, begin to think about what makes you unique. May I also suggest you begin to look, act, and think like a successful young entrepreneur.

Many years ago I was told there is no reality, only perception. It took me a while to understand what that meant. How others perceive you will impact how people respond to you. You may want to think about this way; your brand is how people think about you when you're not around. It's what they say about you to other people who don't know you. Therefore no matter what your lifestyle goals and business vision, you need to be in control of the perception people have of you. After all, *you* are the voice of your life, not someone else. Other people are not your brand and do not have your style. From experience I know if you do not take control of it others will do it for you.

I have even seen mothers try to be the voice of their daughters. Just imagine you love to decorate childrens' rooms with murals. It could be for teenager's rooms as well. You become known for your talent and have a dream of owning a studio that specializes in mural décor. You've decided to go to a visual arts school in New York City. However, your mother looks at your talent as a hobby. She lets all her friends know it and pretty soon other people think it's just

a hobby. They want the work done for free or only pay for your supplies. For example, you're shopping with your mother in the grocery store or your favorite clothing store. A woman recognizes you from a picture in the newspaper. She compliments your work and wants to talk about a mural for her child's bedroom. Your mother interrupts telling the woman it's just a hobby and you don't have time anymore. You need to study for the SAT exams that are in two months. Your mother has other plans for your college education.

A similar instance happened with a friend. Jaimie always wanted to own a boutique catering to high school and college girls. This had been a dream of hers since middle school. She wanted to attend a fashion merchandising school in Dallas Texas. Jaimie's high school instructors and friends knew about her dream. She would take as many classes as possible to become eligible for the school. The fashion merchandising school wasn't in her mother's plan for college. Jaimie's mother would go into the career counselor's office and make it known it was just a frivolous goal. Jaimie was going to become the marketing director for a prestigious business in their city. Her mother researched all the schools in their state and made arrangements for Jaimie to tour the best ones for a marketing major. Every time they visited a university Jaimie would ask about retail and merchandising courses. She would begin to tell the admissions counselor her goals. Jaimie's mother would interrupt the conversations and explain it was a pipe dream. Jaimie was so upset with her mother; she applied to a school that fit her life goals. When she got accepted, it included a full scholarship for her first year. That's when Jaimie's mother realized she couldn't control her daughter's future. She had to admit the perception she wanted people to have of her daughter wasn't right.

Wouldn't you rather have an image that defines your brand than one that someone else defines for you? Remember; you want your brand to show you to be unique rather than just different.

## **How Your Social Media Determines The Perception Others Have Of You**

You want to get buy-in for whatever you are doing. How you handle your social media profile will determine how important and influential people think about you. Your social media accounts need to reflect you in an upbeat positive light rather than as an immature young woman. The best way to do that is to use your social media positively. This does not mean you cannot post funny pictures to show your humor, party pictures, or those with friends and classmates. What it does mean is to watch the subject of the pictures. Just think about how you would be perceived if your social media photos showed up on TMZ. If the photos would not show you in a favorable light to others then do not post them. When potential supporters and customers see outrageous photographs or read comments with profanity they are less likely to support you or your entrepreneurial endeavors. This holds true for college recruiters and future employers. It may be advisable to ask an entrepreneur or school counselor how the photos represent your image and the brand of your business.

Additionally what is said or shown on the Internet never disappears even when deleted from the original location. Sometimes it can turn up and bite you when least expected. There are also times when pictures, articles, and social media posts appear on the Internet that people never realized were there in the first place. For example, I wrote two articles for a health and nutrition magazine in the late '90s. While the magazine is no longer published the two articles may be found on the Internet. I had no idea the magazine had been published online. My sister happened to find both articles when she was researching the subject. It was a complete surprise to me.

Consider Snapchat. Even though the pictures seemingly disappear, there are ways the pictures can be recovered. Quite simply, a photo of a picture can be taken from a different cell phone. The person who originally posted the picture won't be notified a photo was taken from another phone. In fact, the picture can be shared without the owner knowing it. One young

woman told me she lost out on a job she had always wanted. Her future employer found a couple of Snapchat pictures she thought were deleted. The company didn't look at the pictures favorably and decided not to hire her. Whether it's Snapchat or another social media platform photos and videos people think are no longer available on the Internet, can often be found with a bit of research.

### **Brands Are Visual. What Your Style Says About You**

Personal style is visual. Everything someone wears or chooses not to wear communicates their style. When I write about your style and what it says about you, I mean more than how you dress, your choice of hairstyles, and makeup. In the case of an entrepreneur, style needs to fit the entrepreneur's personality as well as the business. Style represents the image someone wants to show the world. Your appearance, visual attributes and how you present yourself speaks volumes about your image.

Your style of conducting business is as important as how you dress. How you live and conduct business are parts of your style and make a difference to people you know and those you would like to know. That includes people who may want to invest money in your business.

People look at how you treat your family members. They consider how you treat your friends, classmates, and others no matter what their lifestyle, culture or race. People pay attention to how you treat your customers or clients.

In other words, your style is actually everything about you. It even goes as far as how you handle your social media profile as we just touched upon. Your style reflects the type of business you want to start or have started. It's also sending a message about the brand. Is it a brand that communicates value and character or is it one communicating to the public it is not worth following? Does the brand make a positive and memorable impact? All of this will impact how

your business grows and its success (including an Etsy business). Take for example Ellen, a high school senior who was an advocate for teenage girls starting small businesses in technology, science or engineering. Ellen wanted to start a “Girls for STEM” club in her hometown. She was exceptionally passionate about it which people considered impressive for a high school senior. Unfortunately, the way Ellen communicated her business idea turned many people away from following her. She was very pushy and used profanity at a lot of public functions and on her social media. There were times when Ellen gave presentations to adults and school officials dressed informally. Her communication style, actions and clothing choices told others she was sending the wrong message to adults and potential sponsors.

Several high school girls loved the club idea and volunteered to help Ellen start it. Unfortunately her actions toward the volunteers were also demanding and pushy. Ellen expected them to agree with her all the time. As a result, the volunteers decided they didn’t want to follow Ellen and be a part of her club. Parents and business owners didn’t like her style of working with others and attitude in public. Ellen’s personal style was giving others a negative image of her. If Ellen had listened to her friends, her vision for the club would have come together and people would have had a positive image of her.

### **How You Are Perceived Influences How People Respond To You**

Remember how you are perceived will influence how people want to support you as a young entrepreneur. The same is true if you are interviewing for college admission or pitching your business to a potential sponsor. For the Girls’ C.E.O. Connection’s first Realizing A Vision conference, actress and fashion expert Finola Hughes was a keynote speaker. She shared some tips on creating an image that would show young women in the best light. For instance purchase

a good jacket or blazer that fits well. This is one piece of clothing you want to wear when meeting influential people who want to help you with your business. The same holds true if you are interviewing for college admissions or a job you want while you work on your business. Finola's tips will help you create a signature style to represent you as the brand for your business:

Wear understated jewelry. Costume jewelry is just fine you're a jewelry designer. Then you'll want your designs to be part of your style.

- Less is more.
- Your clothes must fit properly.
- Wear the colors that look best on you. Trendy colors all of your friends wear may not be the best for you.

Think about how you would use them in the situations listed below.

- How would you dress when you pitch your business for potential investors and perhaps partners? \_\_\_\_\_
- How would you present yourself if you were to appear on ABC's television show Shark Tank? \_\_\_\_\_
- How would you dress if you were promoting your business on a morning talk show? \_\_\_\_\_
- How would you dress if you were on a television program highlighting high school entrepreneurs? \_\_\_\_\_
- How would you dress and accessorize your appearance if you gave a public presentation that was video taped for YouTube? \_\_\_\_\_
- What would you wear if you were being presented with an award or scholarship because of your business? \_\_\_\_\_

Think about it this way: You show up to classes in the morning looking like you just fell out of bed.

- Why would someone want to take you seriously? What if a classmate's father or mother has connections that will help you with your business? This is the same for a teacher.
- Do you think your style reflects you in the best light?

The Girls' C.E.O. Connection Ambassadors videotape interviews with young female entrepreneurs for its website and YouTube channel. So there is no misunderstanding the people being interviewed are emailed in advance where the interviews will be shown. Although it's very clear where the videos will be shown, there have been times the young entrepreneurs dress as if they were going to soccer practice or on a camping trip. It was a surprise to see that out of 10 interviews only three of the young women dressed in a way that showed them as the face of their brands. The biggest surprise though was with an award-winning fashion designer who had been in business since she was 13 years old. At the age of 18, Maggie had been honored by the President of the United States and later by her sorority during its national convention. The young entrepreneur was attending a high profile university while running her business. Maggie was considered as a role model for aspiring young fashion designers and knew how to dress for public appearances. However, what she presented herself for the video interview gave an entirely different impression of her. She wore a sorority sweatshirt and her dorm room was a mess. Maggie's appearance didn't show her as an aspiring fashion designer or role model.

Although Maggie knew where the video would be posted she apparently didn't think about who might see her interview. Members of the Girls' C.E.O. Connection's Advisory Council were quite influential with strong networks of business associates. Maggie had applied for a contributing editor position with a well-known teen magazine. It was a paid position and she needed the money to pay for her business and school expenses. She made such a bad impression with her appearance and how her room looked a council member recommended to a friend Maggie didn't get the position. That person was Ellen Martin, editorial director of a well-respected business magazine. Ellen happened to be friends with an editor from the other magazine. When Ellen learned Maggie was being considered for the position, she showed her friend the interview. As a result, Maggie didn't get the job. An executive from her sorority's

national office saw the video. The article on Maggie which was scheduled for its monthly magazine was canceled.

You may want to consider some of the ways successful women entrepreneurs decide to define their brands and create their own unique values and feel comfortable being the face of their businesses. Think about the characteristics, qualities, or behaviors that set you apart from your peers. Determine what makes you distinctive and the qualities that make you relatable to other people. It may be your sense of humor, compassion, empathy, how you inspire and/or motivate others, or the ability to ignore someone's negative attitude.

### **How A Signature Style Created A Very Visual Brand. The Success Of Tish And Snooky And Manic Panic N.Y.C. <sup>TM</sup>**

I would like to introduce you to Eileen (Tish) and Patrice (Snooky) Bellomo, co-founders and owners of Tish and Snooky's<sup>®</sup> Manic Panic NYC.<sup>®</sup> They are a perfect example of accomplished women entrepreneurs who represent their brand.

The sister team is internationally recognized for being the creators of the alternative hair color dyes and cosmetics. The business has grown over the past 40 years to a global brand used by top models, celebrities, musicians and well-known fashion designers.

Tish and Snooky began the business in 1977 at St. Marks Square in New York City's East Village. It was a small boutique called Manic Panic. They have now become an international beauty company located in Long Island City NY with Tish and Snooky continuing to run it.

They created the original alternative hair colors and developed the hair dyes in every color of the rainbow. The Punk Rock era had begun in the United States. Tish and Snooky were at the leading edge in New York City. New York City has recognized them for their contribution to the beginnings and growth of its Punk Rock scene.

Throughout their business growth and tremendous success, Tish and Snooky have continued to keep their image with colored hair and sometimes even a Punk Rock outfit. This is how they present themselves at trade shows, conferences, and interviews. They are the brand of Manic Panic NYC. Tish and Snooky are walking billboards of their business and are excellent role models for young female entrepreneurs. They stay on track with their vision as Manic Panic continues to grow.

They make a positive difference in so many people lives. Fifteen percent of their annual profits go to nonprofits they support. They are advocates for the welfare of animals and have been rescuing dogs and cats for years. Some of the animal groups they support are The Good Dog Foundation, For the Love of Animals, and Green Chimneys. Since 1994 in honor of their mother Estelle Bellomo, Tish and Snooky award a student at the School of Visual Arts in New York City with the ESTELLE BELLOMO AWARD FOR EXCELLENCE IN ART THERAPY. Their philanthropic work also includes Breast Cancer Research Foundation along with many other charities.

Generating a profit and sharing a percentage of it allows them to be a force for effective change. It gives customers, employees, vendors, the media and fellow entertainers a view of their core values. It also shows the core value of their brand and business culture.

Now after learning about Tish and Snooky, think about the characteristics, qualities or behaviors that set you apart from your peers. Determine what makes you distinctive and the qualities that make you relatable to other people. Here are additional points to think about:

- Personal presentation is 55 percent visual (clothing and body language); the tone of voice, pacing, and inflection is 38 percent and words are only 5 percent.
- Look successful, competent, in control and physically fit. All of you are attractive in your own way.
- Are you:
  - Well-groomed? \_\_\_\_\_
  - Neat? \_\_\_\_\_
  - Memorable in a good way? \_\_\_\_\_

- Do you:
  - Have good posture? \_\_\_\_\_
  - Carry yourself with confidence? \_\_\_\_\_
  - Smile; radiate energy, enthusiasm, and look happy? \_\_\_\_\_

Remember you teach people how to treat you through your style. Like Tish and Snooky, be the billboard of your brand. You can do it.

### **All Of You Are The CEO's Of Your Life And Your Business**

You can do and be anything you want in life as long as you know who you are and what you want to be. All of you have the chance to stand out. You can be a brand worthy of attention. It will become easier once you determine the type of business you will start and begin the steps to see it come about. If you have already started your business I encourage you to think about the information and exercises I have provided for you. Some of you may be the face of your business whereas others may be close to it or have never truly thought about it.

Some of you don't want to be the face of your business and that's okay. But sooner or later people will find out and will expect more from you. The better you know yourself and accept you are the CEO of your life and business, the more you will stand out. You will be a brand worthy of attention and you will get it positively.