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# 140+ Inspirations for Starting a Business



Written By: Carol Roth

People are inspired to start businesses for a vast array of personal, conceptual, humanitarian, financial, and/or other reasons. So, I decided to ask the CarolRoth.com contributor network of entrepreneurs and experts to share what inspired them to start their own businesses. Their answers are presented below in no particular order. Hopefully, their inspirations will inspire you!

You may notice some similar inspirations, but I kept the ideas separate, as something in the way one is framed may resonate differently with you.

And since we are talking about business inspirations, today's post is brought to you by my newest

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### 1. LOVE Your Work!

A friend advised me to do what I'm good at, do what is easy for me and do what I love... sounds too simple, but it actually led me to starting two businesses that make work fun for me every day!

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good at - we're too busy proving ourselves... what if business could be blissful and contribute way more to our life than just money?

*Thanks to: Lisa Murray of Revive Business Coaching.*

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## 2. Making a Difference

I launched because of my desire to make a difference. I wanted to work with others to help move them forward in profound ways in their lives. I knew that I could offer the perspective, structure, support, guidance and honesty others needed to make big transitions in their lives. This drive to make a difference

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consulting firm that brought my strengths, experience and skills together to help others regain sanity through clear spaces, systems, self & support.

*Thanks to: Cena Block of Sane Spaces.*



### 3. Just Around the Corner

Entrepreneurial spirit always resided in me all of my life, starting with my own paper route at 13. In 2009, with the help, direction and encouragement of a career transition counselor, Joe Schatt, my business was started in January 2009 in the midst of an economic down

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fortunate to be going and growing. What makes this amazing is Joe's office was just two blocks from my house where we have lived for 17 years.

*Thanks to: Myles Miller of LeadUP.Biz.*

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#### 4. The Odds Were...

I have always had the entrepreneurial mindset, but suddenly when the odds were against me, I knew in my heart it was time. The situation said "No", but my heart and mind said, "YESSSSS!" I have never regretted it.

*Thanks to: Sherell Edwards of AGC Transport & Services, LLC.*

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After helping bring a piece of the CITGO account to the ad agency where I worked, the agency resigned the business due to a conflict of interest.

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Three days later, CITGO's Director of Marketing/Promotions (an old friend) called and said, "I just put my neck on the line for you. If you want the account, it's yours. Quit your job tomorrow, I'm flying to St. Louis." I quit my job and Left Field Creative was born. We're still going strong 15 years later. (And we'd love another gas/C-store account).

*Thanks to: Bill  
Shelton of Left Field  
Creative.*

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I'm not from New Hampshire, but this saying on their license plates says it all as to why I started my own business. To simply get a paycheck or do a job I don't enjoy for the rest of my life and not have the creative freedom to choose the kind of life I want to live and the kind of business I want to be involved with, is for me, unacceptable. The freedom of creative expression is what drives me and I think many other entrepreneurs to persevere and in doing so, finding true happiness.

*Thanks to: Craig Wolfe of CelebriDucks.*

## 7. Blame it on a Car



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buses or taxis. Two years later, a driver didn't stop at a stop sign and I spent 6 months in terrible pain. Realizing it would take me more time to recuperate, I considered what I wanted to do with the next chapter of my life. I visited a career counselor, took some tests, looked for a job and shadowed business owners. One day, I opened the NY Times there it was -- a story about Coach U and the perfect job for me -- as a business coach.

*Thanks to: Maria Marsala of Elevating Your Business.*

## 8. Sharing a Message of Peace



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techniques for more than 20 years. I decided to share it within a business infrastructure in 2009, so that there is more time to spend on teaching strategies for inner peace. I wrote a book and an audio course and now offer HR seminars. Business is all about getting things done, but some companies find that stopping to rejuvenate yourself makes you more productive. I'm motivated to share the message that peace and bottom line go hand in hand.

*Thanks to: Tom Von  
Deck of Monkey  
Wisdom Employee  
Meditation.*



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It sounds a little corny to say it (and also to say "corny,") but I've been given so many opportunities in my life, and I've learned so much from others. One of the best things I ever did in my life was hire a coach. I felt that coaching others was important. It also happened to be a real passion and something I love to do, so the convergence of those three things inspired me.

*Thanks to: Angie Dixon of Discover U Life Strategy Coaching.*



## 10. The Mirror of Desire

Desire is a powerful force that lives in the deepest part of you. Take time to

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ready to find a way to offer that to the world. What you desire, others will too. And if you are passionate about that desire, then you have all the inspiration you need to make it into a thriving business. Your desire is a mirror showing you where you can create work that will make a difference in the lives of others. Look into the mirror and trust!

*Thanks to: Cathleen O'Connor of The Balance Whisperer.*



## 11. Be Ready to Learn

I am a retired physician and did not know what I was getting myself into when the idea of a novel came to me. I thought it

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then, be made into a smash of a movie. I had the novel published and the well known truth was forced upon me that no matter how good of a product one might think one has, it will not sell if no one knows about it. I had to get into marketing, which I know little about, but I do happily dream of the movie being made.

*Thanks to: Selwyn D. Goodwin of Selwyn D. Goodwin.*

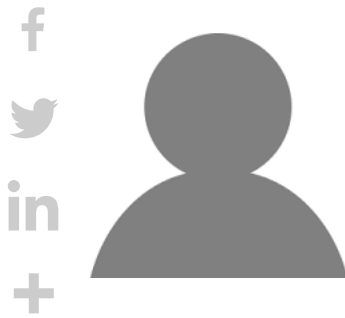


## 12. Job Loss – Guaranteed

I discovered that if you work with your husband and you ask him for a divorce, you will lose your job. I began my own business to be sure

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*Thanks to: Nancy  
Weil of The Laugh  
Academy.*



### 13. Dangerous Dreamer

I started my own business because I wanted to be a dangerous dreamer.

"Those who dream by night in the dusty recesses of their minds wake in the day to find that all was vanity; but the dreamers of the day are dangerous men, for they may act their dream with open eyes, and make it possible." -- T. E. Lawrence

*Thanks to: Roy  
Jacobsen of  
Writing, Clear and  
Simple.*

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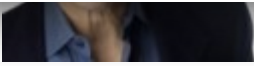
the corporate world, a series of stressful events at the company where I was working drove me to the brink of going postal. While that period in my life gave me a bad case of acid reflux, the ensuing burnout served as a catalyst. I finally saw that I didn't have to let someone else dictate the terms of my life, and I turned in my resignation. It's been a rocky road ever since I walked away from a steady paycheck, but I stand by my decision.

*Thanks to: Dave Baldwin of Bottom Line SEO.*

**15. It's My Money & I Want It!**



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doing whatever it was that I would choose to do to grow my business, create my working/playing time, I would and could only be limited by the limits of my very own imagination. If I chose to allow it, I would never be limited by conventional rules or thoughts of the way a business "should be run". My life, business/family/inner life would be played out as per MY choosing - there would be therefore, no choice but to be self-employed.

*Thanks to: Harris Glasser of Serving The People Press .*

16. Like  
Tupperware  
for Shoes



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woman. I turned to her, complimented her shoes, and she said "My brother made them." I almost stopped breathing! In that moment, though I did not know it yet, Footprints was born. My mind was whirling with possibilities from that simple moment and the idea of giving shoe parties was created. This has taken me on an incredible journey where sometimes I felt God was holding my hand and others, like I was falling off a cliff- typical for an entrepreneur!

*Thanks to: Margaux  
Jordan of  
Footprints  
International.*

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After 20 years of corporate life I submitted to my selfishness, rather than toe the corporate line. All businesses are rightly selfish; fighting for their shareholders is OK! This cornerstone of modern business eventually lead me to question why I was doing so much for them and less and less for myself and my family. The "selfishness realization" contextualized the "value equation" managers deploy when making buying choices, helping me sell to managers- I went looking for stuff to sell.

*Thanks to: Sam  
Hunter of First  
Contact.*

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## WHAT I LOVE

Born this way.  
When I was a little girl, I loved a film that totally transformed my life. That film was one of the most complex and deeply symbolic films ever made. It spoke to me. The story was life, death and the universal truths that make us all human. It had classic archetypes such as 'man against machine'... what was that turning point?

Stanley Kubric's "2001: A Space Odyssey." I told anyone and everyone how much I loved that film. As a publicist today, I do this for my clients.



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## 19. Los Angeles

As a vet Hollywood correspondent, I've interviewed over 14,000 celebrities/newsmakers.

To my surprise, many were woefully unprepared to meet the media and that frustrated me. I decided I would write THE quintessential "insider's guide to giving a killer interview" so it wouldn't be like pulling teeth to get my story. I wrote "Interview Tactics! How to Survive the Media without Getting Clobbered!" which launched my media coaching and speaking business called... "Interview Tactics!"

*Thanks to: Gayl  
Murphy of*



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## 20. Put Passion Before Prudence

After quitting my job over 9 months ago, I realized I had a chance to step up and start my own company, where my passion would be the driving factor!

No longer was I flogging products and services that were making someone else rich...I could put all of my efforts into promoting my products and services...and I haven't looked back once!

By putting my passion before my prudence (prudence wanted me to find another job), I'm now pursuing my



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*Thanks to: Curtis  
Chappell of  
Quantum SEO  
Solutions.*



## 21. What Can I Achieve Today?

My motivations were straight forward. I had a successful career spanning ten years across three blue chip organizations. I enjoyed my job, but wanted to see what I could achieve on my own.

It certainly hasn't been all plain sailing, but the freedom and sense of achievement that comes from setting up your own business is worth the occasional headache.

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## 22.5% Survival Chance

My main inspiration for starting my own business (inspirational speaking) is because I have a globally unique story that should motivate people (or as I term them, "Currently Unaffected People" – because nobody can predict what's going to happen to themselves or a loved one in the future).

(I had a severe motorcycle accident when I was 17 – in 1986 – that left me in a coma for 7-months).

*Thanks to: Derick  
Poremba-Brumer  
of  
[www.5percent.co.za](http://www.5percent.co.za).*

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## Marriage

Realizing the public lack of knowledge and understanding of sex, and knowing that the ignorance and the unawareness of the lack of sex knowledge is the main cause of unintended pregnancy, abortion, divorce and lack of sexual satisfaction in marriage, I decided to write and become an author of sex knowledge books. It's an altruistic attempt to help humanity.

*Thanks to: Rod  
Quentin of Quentin  
Publications Ltd.*



## 24. Moving at the Speed of Light!

Entrepreneurship is knowing how to pace others in the

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out-moving, out-thinking, and out-strategizing others in the workplace. This ability works to my advantage only when running my own business. As a leader, I need to visualize the road ahead and lay the groundwork for others to follow. I know someone in every business needs to be out front and I have always been that person...moving at the speed of light!

*Thanks to: Vicki Donlan of VickiDonlan.*



## 25. Life is Short!

My position was eliminated at the accounting firm where I served as mktg director when I was 5 months pregnant with

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condition, I decided to pursue my dream of starting my own business. Sadly, 3 and 4 weeks later, I went into early labor, and we lost both sons. I nearly died too. So, when I say life is short, I know it firsthand. I recovered as much as I could, stuck to my guns and started my firm. It was hard, but the best decision I've made. Do it!

*Thanks to: Bonnie Buol Ruszczyk of BBR Marketing.*



## 26. Misery!

We were trapped in pinstriped prison. We had secretaries and window offices, but we were miserable. We hated the stress, the unappreciative senior partners,

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We packed our bags, invested \$30 in cookie dough, and set off do our own thing. The students ate the cookies, and with full mouths, they listened to us teach law in our signature fun style.

Best friends and former study partners were now business partners. And we've never looked back.

*Thanks to: Elura Nanos of Lawyer Up.*



## 27. Learning What Not to Do

Starting my own business came from working for others for a while & learning so much about how I didn't want to do things

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real difference on my own. Now, don't get me wrong, I learned things in every situation I was in, but my strong opinions & passion were never really fully understood in the work place. I always knew the most important thing was to make a real difference in a life & now I do that every day! It's the best decision I ever made.

*Thanks to: Diane Conklin of Complete Marketing Systems.*



## 28. Student Influence

When I was teaching at a college level, my students kept asking me why I was teaching when I had so much

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insurance carriers, and many businesses. My students gave me the push that I needed to get out there and start my own business. I had one contract before I left teaching. I had a leap of faith that I could make this work.

*Thanks to: Carol Coots of Medical Consulting From A to Z, LLC.*



## 29. My Time

I wanted to have time to volunteer and do the things I wanted to do.

Although running a business is a full time entity, you can set your own hours, work late into the night or early in the morning. Being an employee, your time is someone

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is your time.

*Thanks to: Eula M. Young, COO of Griot's Roll Film Production .*

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### 30. The 3 F's

Four years ago, I lost my job. After hitting the pavement for several months with no success, I realized my partner and I were the 3 F's: Fat, Fifty, and Female. There didn't seem to be much room for us out there in the new instant world of H.R. that is run by key words, where no application is ever acknowledged. We decided to apprentice ourselves to our own selves...to learn a skill, not get a job. Slowly, we are becoming

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support ourselves.

*Thanks to: Diane  
Hawn of Get  
Promoted LLC.*



## 31. What Else Could I Do?

The ugly truth is that I started my first business because no one would give me the job I wanted. At 22, I wasn't smart enough to know that I couldn't have the top job in a small company, so I just created one. It worked and I was able to build a successful first venture. Unicom Corp. of Virginia was the 1st medical records data processing service bureau in America. I went on to build other companies. Some worked some didn't. I'm thankful for my dumb luck. I

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*Thanks to: Gerry  
Patnode of York  
College of  
Pennsylvania.*



## 32. If I Didn't Do it, I'd Die

In 1988, I was in a secure but uninteresting position in a very large company. One day, I was shaving and I thought to myself, "If I'm still working here when I'm 50, I might end up killing myself."

It was then that I realized that my fear of a boring and unsatisfying career inside a large company was stronger than my fear of failing as an entrepreneur.

Within two months, I left my job and started my

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What's holding you  
back from  
becoming an  
entrepreneur?

*Thanks to: Bud  
Bilanich of The  
Common Sense  
Guy.*

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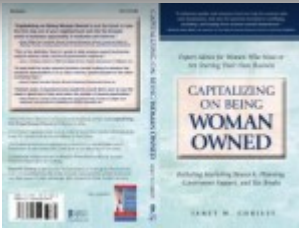


### 33. Those Days are Over

I was most inspired  
to start my own  
firm when I figured  
out that the  
economy and  
world of work my  
grandfather and  
father operated in  
no longer exists.  
The Great  
Recession was a  
wake-up call...and  
an enticing  
challenge. You  
have to make your  
own luck. I've never  
looked back.

*Thanks to: Alex  
Greenwood of*

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## 34. Expanded Boundaries

I have always been able to work well within boundaries set by someone else. I was even adept at infusing any position or project with my own methods and creativity. But eventually, it wasn't enough. I wanted to be able to do new, unrelated, unusual, challenging things and the boundaries set by other people/companies did not allow it. I wanted the ability to set and expand my own boundaries. Owning a business allows me to do that; there are still boundaries, but they are my boundaries.



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LLC.



### 35. Business for Yourself

I knew that I was unemployable, so I also knew that I had to be in business for myself and I didn't like taking orders from anyone else. And so, even though I had always created my own jobs from 13 on, I was officially in business at 21 and have been in one ever since.

*Thanks to: Gayle Carson of Carson Research Center.*



### 36. We Need Each Other!

NEED inspired my wife and I to start our business. We recognized the NEED for youth to be understood - and we recognized



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help others  
understand the  
youth by listening  
to their stories -  
relating to them -  
and then  
influencing them.

*Thanks to: Troy  
Campbell of  
TROYBOY  
INTERNATIONAL.*



### 37. Archangel Michael Inspired Me

Archangel Michael appeared to me and asked me to write his new book, *Wisdom of the Guardian: Treasures From Archangel Michael to Change Your Life* and help him reach the masses to improve their issues with money, relationships, career, business, health and well-being through spiritual healing

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and past life issues negatively effecting their lives today. I changed my whole focus to accommodate this calling, which I have found very rewarding.

*Thanks to: Joy Pedersen of Express Success.*



### 38. Be Your Own Boss

I went into business for myself for the oldest reason in the world: I wanted to be my own boss.

*Thanks to: Miriam Silverberg.*



### 39. Touching the Lives of Others

I know that this may sound "cliché" or maybe the "anticipated" thing to say, but what inspired me to start

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influence and touch the lives of other people. It is a true blessing to be able to fulfill my purpose as an Entrepreneur and to help people in this same process. There are many gifts in life that one can give to other people, but in my humble opinion, there is no greater gift on earth than to be able to uphold a life. This inspired me.

*Thanks to: Kevin  
Benton of Kevin  
Benton Ministries.*



## 40. Freedom- ophilia

My inspiration was freedom. Free from the 9 to 5 routine. Free from cantankerous bosses. Free from income-limitations. With indications

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decided to resign from a "nice" job and seek the headiness that comes from solopreneurship.

I've never regretted my decision.

*Thanks to: Marlene Caroselli of Center for Professional Development.*



## 41. Teaching, Learning, Loving

We started to build the Pocket I.T. app as a great product for the masses who need help with technical problems. This changed as my young children watched me begin the planning. I got them involved to show them how to bring an idea to fruition and learn what is involved in

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daughters thinking  
in the  
entrepreneurial  
spirit at such a  
young age. I say  
start a business  
with the intent of  
giving something  
back.

*Thanks to: Eric  
Tampellini of  
Arizona App Design  
Llc.*

## 42. Business Owned

There's something  
about seeing your  
name on the wall  
that beats seeing it  
on a business card.  
Unless, of course,  
it's the wall of the  
post office.

*Thanks to: Stan  
DeVaughn of Write  
Angle Inc.*

## 43. We Finally Figured it Out!

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corporate world. We always wanted to be in business either together or for ourselves. For the last 6 years, my wife took the plunge; for me it has been about two years. What made us do it? Overcoming fear was our biggest hurdle. When we thought about our lives, there was something missing in our lives attributable to our work life. Being in business has been financially and emotionally rewarding, as well as stimulating.

*Thanks to: Alan Ginsberg of The Entrepreneur's Source.*

**44. Help Women Get a Better Night**



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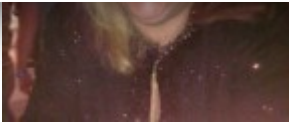
found myself sleep deprived, cranky, sweaty, and miserable because of night sweats. If this was happening to me, I knew millions of other women were experiencing the same thing. I started making comfortable sleepwear from wicking fabrics and when I showed my prototype nightgown to my breast cancer support group, they went wild with enthusiasm and I knew a business of beautiful wicking sleepwear could help!

*Thanks to: Haralee Weintraub of Haralee.Com Sleepwear.*

**45. Work Smarter Not Harder**



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not be alone  
growing it.  
[www.LilyWorldTravel.biz](http://www.LilyWorldTravel.biz),  
[www.PricesILove.com](http://www.PricesILove.com),  
[Lily.vixro.com](http://Lily.vixro.com) are  
just 3 of many web  
sites that will put  
you into your own  
business, give you  
all the training you  
need and pay you  
better than you  
have ever been  
paid, while you  
have a good time  
doing it. My  
inspiration is  
partnering with  
those people,  
making more  
money, enjoying  
life more and  
sharing the love.

*Thanks to: Lily  
Steiner of American  
Business Gateway.*



## 46. Passion Built the Product

The business was a  
means to  
participate in

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I thought that my main advantage would be my Business Management background, but it turns out that my Martial Arts studies have had more impact (pardon the pun).



This has led me to an exciting expansion - a seminar entitled "Martial Arts In The Workplace", which focuses on turning entry-level employees into a major asset for businesses.

It wasn't miners who made money in the Gold Rush, it was the shovel salesman.

*Thanks to: Tony  
Barker of  
TonyBarkerMusic.com.*

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Contract  
It's about 10 days before Christmas and imagine that you and your family are going to see a Broadway show called the Miracle of Christmas. As you're driving to the theater, as any good VP of Sales would do, you check your blackberry for emails. You see an email from your boss, so you open it. What a Christmas present for you, we have decided to not renew your contract as a Vice President and we will pay you for 30 days. Merry Christmas!  
So, jump in and swim. A new practice was born!



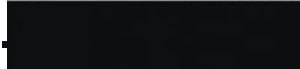
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## *Performance.*

### 48. I am the Man!



Watson's StreetWorks



I've always been the entrepreneurial type. I started selling homemade trinkets to my fellow 5th graders. But with two college degrees in engineering, you're supposed to work for other people. That is, until the day that you realize that you are not a good employee. When you do your best to objectively analyze the situation and still believe that YOU have the best ideas and that YOU can do it all better than they are... you have to take the plunge, and I did. That was almost 24 years ago.

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## 49. "The Business Bug"

The main inspiration for starting my own business is my entrepreneurial spirit. There are also successful people whom I admired in my lifetime. A history of entrepreneurs in my family has been a major influence and I have a strong desire to succeed for a purpose much bigger than myself.

*Thanks to: Faithe Rogers.*



## 50. No More Team Projects

As a go-getter, there was nothing I loathed more than "team projects", which meant that if I was saddled with

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project out on time. If the project then succeeded to break expectations, I had to share the bonus with the slacker. Burned twice. What is the purpose of team projects? My guess? A lazy manager doesn't want to deal with deadwood. For the 'self-motivated', starting your own business is liberating. I'll eat my mistakes, but not yours!

*Thanks to: Sally Franz of Geronto Communications.*



## 51. The Need for Real Evaluations

I started my own business because I was so fed up with subjective evaluations from managers who

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I was doing. I felt like the only people who should review me are paying clients who will show their opinion either by rehiring me or referring me (both happen). If they don't, that says something too, and it's important for me to find out why. But my clients know what they're talking about; some of my previous bosses – not so much!

*Thanks to: Philippa Gamse of Total 'Net Value, Inc.*



## 52. Monetize Your Success

We started our business because we had so many people asking us how we had our success in selling TV shows. Once we figured out how to

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People all over the world have great ideas for TV shows but don't know what to do with their ideas. There are more opportunities now than ever before to pitch and sell a TV show. We offer our clients everything we wished we had when we started pitching our ideas.

*Thanks to: Mark  
Simon of  
SellYourTvConceptNow.com.*



### 53. Mix, Mingle & Maybe Meet

My inspiration to starting my business was my children. I am a divorced mother of two and knowing that my ex will not provide for their educational future inspired me to take

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when I look at them and know that college, although not right around the corner, still needs to be addressed, it makes me work that much harder for success. It is ironic that what I have learned from my divorce will pay for their education.

*Thanks to: Lee Block of Post-Divorce Dating Club.*



## 54. Turning Tragedy into Triumph

After a divorce, bankruptcy and foreclosure back in 1989, I went on an amazing journey of self discovery which helped me put my life back together. As I rebuilt my life, I learned that I had some hidden

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writing. I combined these two gifts to help me launch my publishing company called Creation Publishing Group.

My commitment is to empower men to reach their full potential and that is the driving force that inspires me to be a successful entrepreneur.

*Thanks to: Michael Taylor of Creation Publishing Group.*



## 55. Customized Stories

My son was born with medical complications in his right eye. The eye was removed 10 days following his first birthday. I wrote two stories for him, to help with his acceptance of

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and laminated pages so the books would not be torn up. We read the stories at home and in school so that his classmates would accept and understand his unique situation. Eight years later, I founded a business making books for children with varying needs!

*Thanks to: Shara Lawrence-Weiss of Personal Child Stories.*



## 56. I'm Not JUST a Business Woman!

In 2006, I was struggling to manage my roles as wife, mom, student, ministry leader and entrepreneur. I started looking for help and found that the source was

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focused only on business. The spiritual leaders focused only on spirituality. Where could the balance be found? Life is both spiritual and physical. Who had answers? After searching, I finally developed my Balance Approach System which takes a 360 view of the struggles women face.

*Thanks to: Janis Modeste of Inspire! Us Book Chat.*



## 57. Jazz and Leadership?

A quote from saxophonist Branford Marsalis, one of my musical heroes, partly inspired me to start my own business. Marsalis said, "Humans are imperfect. That's

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trouble. We're on the quest for the perfect performance and every note has to be right. Every note is not right in life." While I can't make every note in life right, as an external consultant, I can help leaders work more harmoniously without compromising my unique vision.

*Thanks to: Michael Brenner of IdeAgency.*



## 58. Giving Them What They Want

To be honest, what inspired me to start my business was the growing realization that there was a need and a demand for my services. When, after reading my first book, people

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excellent money to do it, that became a very strong inspiration for starting a speaking and training business.

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*Thanks to: Barry  
Maher of Barry  
Maher &  
Associates.*



## 59. My Dating Site for Great Love

After I flew 10,000 miles to meet a man who'd contacted me online, I realized he'd posted an old photo on a top dating site- an honesty issue. I improved the online dating experience in my Dating Site for Resilient Optimists who Believe in Great Love. We meet in live video chats before we

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to-face--so, no  
more blind dates. I  
guide your Love  
Quest, so you  
recruit your perfect  
match + get the  
red-hot  
relationship you  
deserve in  
TribeOfSingles.com.

*Thanks to: Hadley  
Finch of  
TribeOfSingles.com.*



## 60. Single Determination

I got divorced 22 years ago. I had a one year old daughter and an uninvolved former spouse. One day, my daughter was ill and I took off work to take her to the doctor. It was nothing major, but when I returned the next day, my boss told me that he "understood family obligations, but he needed me at

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to determine when I could and could not be there for my daughter. I was all she had. I left 6 months later and started my own company.

*Thanks to: Dana London of Transition Teams.*

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## 61. Because No One Taught Me

I teach kids and teens about money because no one taught me. I grew up on a farm and learned how to do practically everything...except what to do with my money. At 35ish, I realized the only reason I didn't know what to do with money was that no one taught me what to do with it. So, I taught myself and then

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available on the  
planet...and I did!

*Thanks to: Elisabeth  
Donati of Creative  
Wealth  
International, LLC.*

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## 62. Self-Sabotage = No Promotion!

I am inspired to help women understand the gender differences that lead to conflict, miscommunication, and misperception in the workplace that inevitably hinder and even cripple women's ability to advance to positions of influence and power in their field. Spending an entire career watching women unconsciously sabotage themselves when I

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increasingly  
productive way to  
thrive and succeed  
impels me to help  
women change the  
way business is  
conducted.

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*Thanks to: Laura L.  
Brown of  
LotusLifeWork.*



### 63. Inspiration - 9/11

I rode out 9/11 on  
the alabaster-  
white beaches of  
Playa del Carman.  
Not being able to  
fly home for an  
extended period, I  
contemplated the  
U.S. economic  
environment and  
industry viability in  
the face of  
company closures  
and massive  
layoffs. In  
identifying the  
colossal service  
gaps in the public  
relations industry, I

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BlabberMouth PR,  
which became  
Penman PR, is now  
celebrated for  
providing 100%  
senior-level  
representation to a  
range of industries.

*Thanks to: Patti Hill  
of Penman PR.*



## 64. Send Out Cards!

Although my day job is being a Psychiatrist, I have a great side business, SendOutCards. When my daughter was in college, I sent her a greeting card every single day, so I am all over cards. This tool allows me to create cards at my computer, with photos if I want, and send them with one click. SendOutCards prints them, puts

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them to the post office for me. I can include a gift card or even brownies or caramels, which I do when thanking a referral source.

*Thanks to: Susan Delphine Delaney MD, MS of SendOutCards Distributor.*



## 65. It's All About Being Empowered

As a former teacher, I've always been about sharing knowledge and helping others to see their potential. When I later moved on to become a therapist and then a coach, I continued along that path of helping women discovering their own potential & power. After starting my own

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be to create a space for women to learn, share and be inspired by other women. I do what I do, so I can help others to be empowered to do what it is they were always meant to do.

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*Thanks to: Katy Tafoya of Success for Solopreneurs.*



## 66. Doing the Greater Good

The main inspiration for starting my own business was I found it easier to make change happen when I was the outside expert compared to the employee. I started my business after experiencing one too many corporate upheavals. Doing my own thing was

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the power of being the expert, I felt I could do better, not to mention that I am paid better for doing the work! Most important is that I am helping others make profound change to their business.

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*Thanks to: Dan Paulson of InVision Business Development.*



## 67. From Mess to Organized Success

For years, I was disorganized. Then, I got my act together & cured my cluttered ways. On occasion, I would help my friends make their homes look beautiful and organized. 15 years ago, my neighbor was selling her

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her. The real estate agent was so thrilled with what I did, she wanted to hire me. My inspiration to start my business was based on the fact that she would not let me "NOT" start a business. I had a client before I had a business.

*Thanks to: Dana Korey of Away With Clutter.*



## 68. US Income for Overseas Life

A former executive, I've lived around the world from Russia to Australia, Alaska to Chile. After crunching numbers, I concluded that owning several small businesses, ones that could provide \$50,000 each to me in net

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live overseas: US  
income for  
overseas life. So, I  
started three.



In three years, I will  
relocate to my  
vineyard where I  
will review financial  
reports via the  
internet, sip wine,  
and watch the  
cash flow into my  
bank account!

*Thanks to: Debi  
Einmo of White  
Glove Services LLC.*



## 69. Comeback Kid(ney)

My name is Charlie  
Wachtel and I have  
end stage kidney  
failure. My illness  
spurred me to take  
a pre-illness taxi  
business and  
streamline it into  
an  
errand/concierge  
business for the  
disabled. Now that I

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enriching. When you have a lemon, you make lemonade.

*Thanks to: Charlie Wachtel.*



## 70. How to Prevent Sellers Remorse

We prevent Seller's Remorse. Business Intermediaries have complained that owners who consider selling often bail out at the last minute, for no apparent reason. Our mission is to fix that. Our proven methodology solves the emotional questions of transition in a matter of weeks. Owners follow logical, step-by-step programs (surveys plus one-to-one consulting)

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and when to  
transition from a  
"business" to a  
dynamic,  
purposeful life.

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*Thanks to: Paul  
Cronin of  
Successful  
Transition Planning  
Inst.*



## 71. Learning for Fun and PROFIT!

I retired at 55 from  
a high-stress job.  
Rather than sit  
home & let my  
brain rot, I enrolled  
in graduate studies  
in GIS. It was  
quickly apparent  
there is a wealth of  
data available FREE  
or nearly so, and  
many  
organizations that  
could benefit from  
that data are least  
able to exploit it. My  
LLC provides basic  
mapping &  
analysis to small

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my studies have progressed to a Ph.D. program, I'm content to keep my client list small & my stress level low.

*Thanks to: Jim Newman of CF Geographics LLC.*

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## 72. Out of the Box

Having had many jobs, one thing was always clear - I needed free reign of my creativity & inspiration. I found when working for others, they were not too interested in out-of-the-box thinking.

Occasionally, an idea might make it through, but they would take credit for it. I realized that I wanted develop my own ideas. I started by jumping in and figuring it out as I went along.

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*Thanks to: Barbara  
Roehler of BR  
Innovations LLC.*



### 73. Entrepreneur = Control

Being an entrepreneur was a choice to be in control of my life: control of how decisions were made, control of my hours, my work/life balance, control of the direction of my company, and ultimately, control over my income and personal wealth. I believe that as a business owner, you can be in control of these things if you develop your business intentionally in line with your values, your vision, mission and operations.

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consumed by their  
own business.

*Thanks to: Donna  
Price of Compass  
Rose Consulting,  
LLC.*

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## 74. Like Father Like Son

My father bought a failing business prior to my birth. He built that business to be highly successful and made a great living at it. I admired him for pressing on against all odds. Though I am a writer and not in the sign business, being a writer is basically like being in business for yourself and you have less chance of succeeding at it. The fact is, giving up is automatic failure.



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## 75. Promoting Sustainable Living

I started the Culture Artist Organization because I believe that if humankind is to have a future, we must live sustainably. The Culture Artist Organization is an educational organization dedicated to promoting sustainability. We do this through educational programs and advocacy.

The chief mission and vision of the Culture Artist Organization is to create Culture Artists.

A Culture Artist is a person who is working to reshape

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life.

*Thanks to: Charlton  
Hall of Culture Artist  
Organization.*

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## 76. Meet Ms. Fix It

After the purchase of our first home, my husband and I quickly realized how difficult it was to find reliable home improvement contractors. It occurred to me that if we were having difficulty, then other new homeowners must face the same challenge and I launched Home Remedies®, a Homeowner Referral Network (HRN) that pre-screens and refers home improvement professionals. Contractors in my

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means that the service is free to homeowners.

*Thanks to: Debra Cohen of Home Remedies of NY, Inc.*

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## 77. Thank you, Mom

My Mother was a woman who always gave love and support to family and friends. When she passed away, I experienced "sitting Shiva" for the first time. Overwhelmed and exhausted, I conceived the idea for ShivaConnect.com - a website featuring a "Shiva Registry" system, much more than an online obituary, with answers to who, what, where, when and how many, a calendar

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food, direct links for memorial donations and an emailed Yahrzeit Reminder.

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*Thanks to: Sharon Rosen of ShivaConnect.com.*

## 78. No Such Thing as a Magic Pill

I was inspired to launch the [smokersdiet.com](http://smokersdiet.com) due to the lack of empowering solutions on the market to stop smoking. Dangerous chemical-based stop smoking aids on the market and society's acceptance that addiction is a disease are concepts and methods that need to be challenged at a time when North America's

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'bad habits' that range from junk food binging to pill popping.

*Thanks to: Cindy  
Mils of The  
Smoker's Diet.*

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**COMPUTER  
EXPLORERS**

## 79. All Generations Need Computers

Do you know of anyone in our society that is not affected by computers? My passion is to provide computer instruction to children (ages 3) and adults of all ages, including senior citizens and special needs students. We have fun programs for public/private schools which provide the STEM elements. Our seniors learn to become part of our

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families from  
around the world.  
Our special needs  
children become  
part of society  
using various  
programs.

*Thanks to: Debra  
Moorer of  
Computer  
Explorers.*



## 80. Change Your Personality!

I started my  
business after my  
former boss at the  
New York State  
Assembly told me  
that if I wanted to  
get a promotion  
and move up, I  
would have to  
change my  
personality. I'd  
trained all my  
supervisors and  
had been passed  
up for several  
promotions. I went  
back to my desk  
after meeting with

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supposed to be doing and the answer I got was to create a book publishing company.

*Thanks to: Lishone Bowsky of ZLS Publishing.*



## 81. A True Confession

OK, I have a confession to make. I am having a mad, passionate love affair - with my business! I started my business initially to gain freedom and flexibility. I wanted to have my work fit around my life. After having a job where I was on call seven days a week, I wanted to have some sort of "balance." As it turned out, I need to schedule time away from my

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to spend all of my  
time with my  
beloved.

*Thanks to:*

*Catherine Morgan  
of Point A to Point B  
Transitions Inc.*

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## 82. Clown and Wedding Officiant

I am a clown and  
wedding officiant.  
My business  
combines them—  
Jester of the Peace,  
ceremonies for  
costume and  
adventure  
weddings. I first  
was asked by two  
sets of friends in  
2005 to officiate  
their weddings. I  
joyfully realized  
that I was using all  
my backgrounds to  
serve their love:  
journalism, creative  
writing, acting,  
directing, and  
event planning.  
When I moved to

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realized I had one more gift to add: clowning, in the form of costumery and fun.

*Thanks to: Barbara Ann Michaels of Jester of the Peace.*

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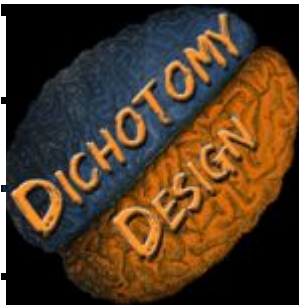


### 83. Flexibility for My Family

I started my training and coaching business 10 years ago so that I could have more flexibility for my family. The arrival of my first child put me into a new challenge; starting my own business. This included obtaining my own clients, and doing everything from overseeing the budget to writing proposals to doing the on-site client work. This new experience was

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*Thanks to: Cathi  
Brese Doeblor of  
DitchThe.com.*

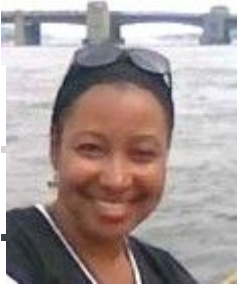


## 84. Don't Give Up Control

I am tired of seeing people get ripped off! People have come to me after their websites were shut down and didn't know what to do. Some webmasters are as dishonest and lacking integrity as some car mechanics. When people don't understand something and have to rely on so-called professionals to do the work, they can get royally screwed. You wouldn't give the only key for your office to the janitor, so don't give your webmaster

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*THANKS TO. DAVID  
Rosenhaus of  
Dichotomy Design.*



## 85. From the Wounded Healer

PAIN! Plain and simple! Being in a lot of physical, emotional and spiritual pain most of my life propelled me to figure out how to use all of this pain to journey with others who are dealing with pain. As a grief coach and life transitions expert, I have companioned many people in their pain journeys, helping them to deal and to heal. It is said that the best way to help yourself heal is to help heal another. That is the mission of Spirit Women Institute.

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## 86. Work Gave Me a Trophy Husband

I am the founder of [matchmyspirit.com](http://matchmyspirit.com), a spiritual dating site which helps individuals find their spiritual soul-mate and live a life of harmony.

Coming from an abusive marriage myself and not wanting others to make the same mistake, I decided to help them increase their magnetism to pull someone with a similar vibration.

This way, they can find their soul-mate and lead a fun life. I did this to magnetize my second husband who is a 'trophy husband' (someone who

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*THANKS TO: NAINA  
Nakagawa of  
MATCHMYSPIRIT.*



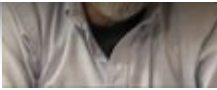
## 87. Doing What I Love All Day Long

I decided to start my own business when I realized that my favorite thing about my day job had nothing to do with my day job. I loved helping my coworkers organize their spaces and streamlining office systems. I realized I could make more of an impact and be more productive as a Professional Organizer.

*Thanks to: Sara Long of Sara Long Organizing.*

## 88. Gray Matter... Not Hair!

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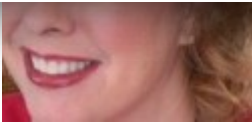
assumed that gray hair meant you had NO gray matter!! No one wanted to hire their dad (or mom!) I was working in the tech departments in the insurance and health sectors for a consulting company. When a project ended, they tried to get me another... but the older I got the harder it got. I found that financial product sales didn't care if you had gray hair... or no hair! So, I started my own insurance agency and didn't look back.

*Thanks to: Alan  
Canton of A.N.  
Canton Insurance  
Services.*

## 89. Rejection as Wallpaper



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process of  
“wallpapering my  
bathroom” with  
literary rejections. I  
could not let their  
limited imagination  
stop me from  
sharing The Magic  
Strand with young  
readers, so I  
created a whiz  
bang web-site and  
illustrated the novel  
to match. Now, I sell  
e-books to kids at  
[www.magicstrand.com](http://www.magicstrand.com).  
Never say “die.” I  
believe in my work  
too much to let  
anyone else decide  
my fate.  
Sometimes, you  
just have to find  
your own way to  
the mountain-top.

*Thanks to: Diana  
Wilcox Layman of  
Waterview  
Associates.*

## 90. Whoops!

What inspired  
PortaPocket?



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tampon on the floor at the gym & got mad. How's that for creative & unusual? True!

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And it's for way more than feminine hygiene...that's just how it started. If you notice all the IDs, phones, keys, + all over the floor at the gym & elsewhere...there really IS a need. And women's clothing (especially) has so few functional pockets... If we wait until clothing designers craft for function as much as they do fashion, we'll be waiting a LONG time!

*Thanks to: Kendra Kroll of Undercover Solutions, LLC.*

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My kids call him "atrocious." His error financed my business. I was a hard worker, but had 2 young children. They got very sick and I called off, using sick leave I had built up to be with them for 3 days. When I returned, my boss told me I could no longer use my leave to care for my kids. Really? Apparently, he didn't know about FMLA. HR panicked and stepped in, offering me money to go away quietly. I financed my happily ever after and laugh about Mr. Atrocious who ended my corporate servitude.

*Thanks to: Shadra  
Bruce of Shadra L.*



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## 92. Doing it Right the First Time

I made so many costly errors starting four businesses over the last 12 years, my inspiration was to learn from my own mistakes and build a system that would help people "DO IT RIGHT THE FIRST TIME" as they started their businesses.

The system combines logical process, sound systems and step-by-step coaching guidance, gained via trial and a lot of error, to simplify a complicated process.

My goal is to help other people learn from my mistakes to save



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*THANKS TO: SKIP  
Dalrymple of BIZ  
Start & Grow.*



## 93. My Very Silent Partner

My late mother, Hilda Glasgow, had been a top fashion illustrator in the 50's and early 60's. Her drawings were hidden away in a white cabinet in her NY apartment for 60 years. I decided that it was time for the world to see them, so I created an online store called The White Cabinet. There, I sell custom reproductions of her drawings as prints and notecards. Flavor Paper is now introducing them as wallpaper. This was all started as a labor of love and is fast becoming a

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*THANKS TO: LIZ  
Glasgow of The  
White Cabinet.*



## 94. Why I Went into Business



My main inspiration for starting my business, SlimyBookworm.com, an online children's bookstore, was my love for books. I became a mom and saw that my son shared my passion for books; we spent time sourcing books for him and felt I could be a curator of some sort for children's books and be a resource for folks looking to get wholesome books for the kids in their lives.

*Thanks to: Bola  
Ajumobi of Slimy  
Bookworm.*

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I wanted to make a difference in people's lives and take an unusual approach to professional organizing. Instead of it being about Type A and perfection, I want to challenge people to go deeper and discover what is the clutter/disorganization really about? How can I help clients change their lives? To help clients declutter & get organized, I find that getting to the root of the problem can help facilitate change. Then, Healing through Organization truly can occur.

*Thanks to: Julie Seibert of Healing through Organization.*



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I was suddenly "let go" from a nursing position that I loved. Not wanting to return to floor nursing, & with no other opportunities open in dementia care in my area, I knew I had been spending more time with the families of the people with dementia than with the residents. These families watch their loved one die one brain cell at a time, with no idea how to interact with them, or how to deal with their own guilt & sadness. That is what inspired me to start a business as a dementia consultant.

*Thanks to: Cindy  
Keith, RN, BS, CDP of*



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## 97. Landfill Inspires Company

I went to a place in the Philippines called 'Smokey Mountain,' a shantytown on a garbage dump. There were huge columns of rubber tires stacked up in a corner. I watched a child step on glass and cut his foot. I drove to a local store, where I bought shoes and returned back to the landfill. On the way back, I saw people wearing rubber tire shoes. The opportunity to clean up the world, shoe shoeless children, and connect two stakeholders in the same community was one I could not resist.



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## 98. Lost Homework, Found Calling

After losing his homework yet again, a student asked for my help in getting organized. We worked together after school on a simple system for organizing his papers. The next week, I asked a question that referenced a previous homework assignment and that student's hand shot in the air as he gleefully shouted "I have it!" The confidence he gained from knowing what he had and where to find it was evident. In that spirit, I started Organized Simplicity, helping students and

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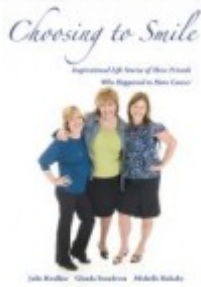
*THANKS TO: CAROLINE  
Clark of Organized  
Simplicity.*



## 99. Treasures from Broken Glass

My main inspiration for starting my business was the day I was digging for antique bottles for my collection and saw a baby fawn laying among the jagged remains of an antique bottle. I set out on a new mission with this antique glass, now reclaiming the broken remains and my unique line of recycled glass jewelry, Bottled Up Designs was born! Handmade in the Pennsylvania Amish Country from reclaimed antique glass in an effort to help the environment and wildlife!

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## 100. Expect Success!

A diagnosis of cancer can be a strong motivator to change - or it can cripple you emotionally and/or physically. I, along with two close friends, had been diagnosed with cancer many years ago, but when one of us was told the cancer had returned and she only had 2 years to live, the last thing we thought she would want to do was start a publishing company and self-publish our life stories. But life is full of surprises - she lived five years and our company is still thriving.

*Thanks to: Glenda Standeven of*

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## 101. Founder

It was 1997 and I forgot how to sleep. I was officially an insomniac. And I had gotten fat. Ugh!

It was time to lose the weight. As I did, nutrition bars became a part of my diet. But, I still wasn't sleeping and now, I was eating energy bars in the middle of the night. I had an idea...a nutrition bar for better sleep, formulated to work with your body's natural sleeping metabolism.

Now, if I'm not sleeping at night, it's the business keeping me awake and not an energy bar!

*Thanks to: Sean  
Folkson of*

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## the Business Bug

I had my first business at the age of 25. During that time, I was bitten by the "self-employed entrepreneurship bug". I found out that I am a born entrepreneur. I love to work for myself because under employers, one is caught in a box where you cannot be creative in following your gut instincts -- you have to do what the boss says even when you have a better idea. With your own business, you do what's right, as you learn and improve every day through continuous working, training and learning.

*Thanks to: Diane M. Hoffmann of*



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### 103. Misfortune Births a Business

In May of 2008, my husband lost his job with DHL. In November of that same year, I lost my job. I was six weeks pregnant with our second child. I felt like there was no hope. Well, I heard something screaming at me after the tears dried up. It kept saying YOU HAVE A SOLUTION! Not only did a baby and book come to life out the misfortunes, but a brand, movement and consulting business was created. Corporate Chics is a mindset that is unstoppable, courageous, and inspirational.



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LLC.



## 104. First Periods are My Business

When my period started, I thought I was dying. I told my mom and she handed me a pad with minimal explanation. I didn't want this same experience for my daughter. We discussed periods and I gave her a small bag of supplies in case she was away from home when her period started. She put it in her gym bag so she would be prepared. When her first period started, she told me right away and was comfortable with the experience. That small bag of supplies turned into

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*THANKS TO: Kathy  
Pickus of Dot Girl  
Products.*



## 105. Military or Business Ownership

I was a Captain in the US Air Force when I read a book that made me fall out of love with being an employee and in love with owning a business. Just before I turned 30, I read "Rich Dad Poor Dad" and I realized that true freedom for me was in being a business owner. I decided I needed to start a business that was consistent with my skill set and passions. I have created a business doing what I love for the people that I have a heart for!



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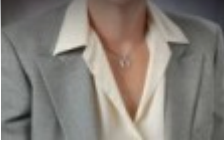


## 106. My Daughter Lizzie

The idea for the flip flops just sorta happened one day when my youngest daughter, Lizzie, often referred to as Lizzie Lou and I were out shopping. Lizzie showed me a pair of \$200 crystal flip flops and asked me if they came in kids sizes. Right there it dawned on me. "Why isn't there a line of gorgeous flip flops for mother and daughter that don't cost a fortune? I mentioned the idea to several friends and they all loved the idea!

*Thanks to: Sheena Edwards of Lizzie Lou Shoes.*

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That's easy - my passion for helping companies and the people that work in them improve their customer service. I love to teach - to share what I've learned (and I'm a good teacher). Plus, I bring the benefit of being able to see holes in systems that on the surface look to be good and solid. It brings me joy to help companies grow and retain customers by improved service. I've been customer centric my whole life. Starting a business about it was a 'no brainer'.

*Thanks to: Heidi  
McCarthy of  
Toughest  
Customer.*

**108. Feed  
Your Mood**



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was seeking healthier alternatives than medications after my son's diagnosis of ADD with anxiety. After revamping my family's diet, the results were astonishing both mentally and physically. My son is currently on the honor roll list with no symptoms and my husband and I lost weight and developed mental endurance and stamina. I started a business called Food4Thought with the focus on nourishing your brain and moods with the right foods to lose weight.

*Thanks to: Treena Wynes of Food4Thought Wellness Services.*



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Shine On Brightly, a memorial art gallery at <http://www.shineonbrightly.com> launched in 2008.

The idea developed from a passion for art, and people's stories.

Fifteen months later, a most unimaginable turn of events changed my carefully navigated path. My husband of 29 years died unexpectedly. Ten months later, his sister, a dear childhood friend, also died.

At first, I felt paralyzed by the losses. I soon recognized that I had found my vocation.

*Thanks to: Adrienne Crowther of Shine On Brightly.*



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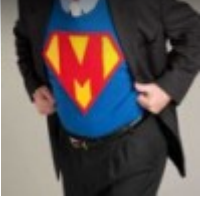
## TO YOUR Passion

I nurtured a passion for art and writing into a full-time business in order to transform my workdays into playdays. My advice to would-be entrepreneurs: Commit to your dreams now. Be willing to do things badly until you learn to do them well. Don't quit. Understand that your passions and innate potential are valuable gifts. They are the keys to personal/professional fulfillment. Want to know the secret to happiness in just ten words? "Do what you love in a way that serves others."

*Thanks to: Bruce  
Garrabrandt of  
[www.artbybruce.com](http://www.artbybruce.com).*



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## TOOLS!

In many businesses, the adage "sink or swim" is applied to newly promoted managers. The feeling is "hey, if you can learn as you go, then you are what we are looking for. If you can't, you probably weren't the right choice for management".

The pattern was always the same. First survival, then growth and then, a few finally achieved success. My new business is supplying the tools new managers (and anyone who needs reminders) need from day one to understand their job and be successful.

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*Not.com LLC.*



## 112. Life Drives Needs

One Saturday morning I woke up, my 29 yr old wife does not. I was widowed with 3 kids, one in diapers. How do you earn the money, have the flexibility and personal growth to handle it all? Simple, be your own boss and have your own business! With no limit on earnings, money pressures are minimal, time, yes you can decide which half day you're going to work and what part of the 24 hours it will be. I made lots of school events, time with kids and yes, lots of early mornings and late nights. All worth it!

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### *Associates.*



## 113. From Tears to Riches!

An emotional breakdown helped me to discover the negative beliefs and insecurities (what I call 'bitches') preventing true happiness. As a result, the Shedding the Bitch™ brand and our pseudo 'Chicken Soup for the Soul' business model was born. Our first line of books, workshops, and Bitch Parties surrounding my personal story - Shedding the Corporate Bitch, established Ball of Fire, Inc. as a media and publishing company helping men and women shift from Bitch to

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THANKS TO.

*Bernadette Boa of  
Ball of Fire, Inc.*



## 114. See Your Competitive Advantage

When I was the editor-in-chief of a top trade magazine in the media and entertainment industry, I realized that I could do a better job than the PR agencies that were calling me to pitch stories. With my journalism background, I knew that I could come up with better story ideas and that I could write better press releases and customer case histories. From there, it was really having the confidence to move this idea forward and having

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*THANKS TO: Karley  
Savicky of  
Strategy+Communications.*



## 115. Do it! Or Die!

My 'partner' of 3 years decided to change business direction. At a surprise meeting, he offered me two alternatives: A or B. I chose C.

It was 'Do it, or die!' I was frightened. I'm creative, not business minded. I chose to view business as a creative venture. I forgot about the numbers & built a business celebrating people & creativity via 'the golden rule'. It was the best decision of my life.

The inspiration:  
survival, the heart:  
people, the soul:  
creativity, the  
reward: freedom.

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*Salon.*



## 116. 2 Straights/Gay Publishers

I started publishing when a publisher friend died and no one wanted to take on the authors/books he left. Most were playwrights (such as Doric Wilson and Jane Chambers) I had directed or promoted. I had no capital. Actress/pal Maggie Task footed the bills. We partnered as TnT Classic Books, keeping books in print. So, two straight women became publishers of gay plays, novels and poems. When Maggie died, I added the Happy Task Series of straight books in addition to



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*THANKS TO: FRANCHISE  
L. Trevens of TnT  
Classic Books.*



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## 117. How Losing 500K Inspired Me!

Having all my life savings stolen by a financial advisor and having my self worth drop down to nothing...so much I wanted to kill myself, I started my business to help women recognize their self worth, their true worth. I help them know it is not associated to or connected to a dollar figure, their net worth, a house, an address, a husband, a job, not any of that...I teach them to recognize their true self worth and how the energy of that opens you up to have more wealth flow into your life.

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## 118. Movies with a Purpose

The notorious flop Gigli inspired me to make movies. If Ben Affleck and Jennifer Lopez could create a flick so soporific it makes critics' worst lists to this day, I knew I could, too. So I invented Film Sleepy, the genre that puts the audience to sleep. The LA Times called my first Film Sleepy, WebcamMurder.com, "The Most Boring Talky Ever Made!" while Sublime Crime: A Subliminal Mystery is revered by insiders as the first entirely subliminal mystery in history. Thanks, Bennifer!

*Thanks to: Sondra Lowell of Film*

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## Myself, Thank You

By the time my first novel went to press, I had done most of the cover design, the interior layout, and the bulk of marketing. In return, I received 20% royalty. If I'm doing that much, why do I need a middleman?

Thriving on challenge and learning new things lead to launching a publishing company. Using part-time help, we published three titles in 2010. With controlled growth, we will release four in 2011 in electronic and print format.

*Thanks to: Bill H Moore of Celtic Publications.*

## 120. The Best Idea of Your



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researcher, I developed this pen-and-paper-and-toys-based network mapping method (Net-Map) to understand complex problems. A friend said: "Be serious about this. This could be the best idea you have in your life. And even if it isn't, treat it as if... because it is pretty good." And he was right. Treating your business idea as the best idea you will ever have (for now) helps you develop the passion, urgency and commitment needed to turn it into a business reality.

*Thanks to: Eva Schiffer of Net-Map.*

121. Roots of  
OUR Business



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(Recruiting Individuals For True SUCCESS) came from the need to help fight the unemployment epidemic and the economic plunge. Staffing agencies were many, but none were sympathetic to the needs of the client. Everything was about bulk quantities, but no care was taken to actually help each client individually. We knew that with the way the economy was going, we had to provide a service that was free for job seekers and cost effective to employers.

*Thanks to: Junior Sanchez of RIFT SUCCESS.*



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everything for the web in one place



NSNA's mission is to help businesses create an online presence, providing robust marketing tools like websites, email marketing & social media that help make money. NSNA's passion is making sure that businesses can market themselves easily & affordably online. Businesses can tell the Nerds they don't need them anymore because our application lets them manage & maintain their own Internet applications. We took away the confusion of online marketing, providing everything for the web in 1 place.

*Thanks to: Peg  
Emmons of Net*

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## 123. Unhidden Answers!

After years in the corporate world, I knew I wanted to do my thing - my own business; be my own boss. I joined an entrepreneur group and met amazing ladies who were writers, inventors, designers - you name it.

They all were so accomplished, but were struggling to make significant sales. I pitched in and helped, since selling was the one thing I knew how to do. I mentioned that I didn't know what kind of business to start - and one of the women I had helped said "Why aren't you doing this?"



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*And Marketing.*



## 124. The World Needs Better Leaders

Helping other leaders develop and learn to succeed is a passion. I could have worked for a large consulting firm, but I have more actual experience than many of them and that experience tells me that they aren't always right and they want to make things too complex. So, I started out on my own. I am independent and can train what I know really works. I admit, there's a bit of a selfish desire too. As a leader, I always had a good feeling when someone

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check!

*Thanks to: Bob  
Mason of RLM  
Planning and  
Leadership.*

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## 125. Inspired by a Bike Helmet

Owning Roscoe  
Village Bikes and  
wanting to turn  
inventory faster is  
what inspired me  
to open  
LittleIndependent.com  
which helps give  
independent stores  
the online  
equivalent of  
having their store  
on Main Street-  
Unique Stores,  
Great Sales.

The dollars you  
spend at an  
independent store  
are more likely to  
be re-invested in  
your community.  
This has  
implications for

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healthy economic  
climate, right  
where you live.  
These benefits are  
my inspiration.

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*Thanks to: Lesley  
Tweedie of Little  
Independent.*

## 126. Adults Don't Want to Wear Bibs

The main  
inspiration for my  
business was the  
comment, "Adults  
don't want to wear  
bibs." So, I created  
a dignified clothing  
protector. The  
Cravaat™ by  
DinerWear™ is a  
stain resistant,  
machine washable  
scarf that protects  
your clothes from  
food spills. Now, it's  
the comments "I  
need that," "My  
husband needs  
that," "My mother  
needs that," that  
give me the on-

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need is real, and  
the solution is  
creative, I am  
inspired to  
succeed.

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*Thanks to: Kathy  
Steck of  
DinerWear™ LLC.*

## 127. From Suffering to Success

I was meant to help others find inner peace. After surviving domestic violence, I became passionate about learning about anger. What I discovered transformed my life.

My first book, published in 1994, resulted in being invited to train teachers on anger management. That ignited my career as a motivational speaker specializing in

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actively choose peace and harmony. My 7th book, *The Secret Side of Anger*, was just released.

*Thanks to: Janet Pfeiffer of Pfeiffer Power Seminars, LLC.*



## 128. Football and Freedom

Oddly enough, former Pittsburgh Steelers Coach Bill Cowher was my inspiration, and I am not even a Steelers fan. When I heard him announce in 2007 that he was moving on after 15 years, I had an epiphany: I realized I was about the same age as Cowher and I had been serving as a VP of Communications and Marketing for

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would get back to writing one day, open my own small firm, and get off the corporate hamster wheel, which I did.

*Thanks to: Kevin Fritz of Fritz Communications, LLC.*



## 129. Helping Find Work-Life Balance

I founded FlexJobs in 2007 after my own frustrating search for a flexible, telecommuting job. Pregnant with my first child, I was seeking a professional-level job that was in line with my career goals and offered work-life balance, but was amazed at the overwhelming number of scams in this job niche. Frustration turned

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myself AND help others in the same situation find this type of work. FlexJobs is now the leading site in its field!

*Thanks to: Sara Sutton Fell of FlexJobs.*



### 130. Fragrance Designer Geir Ness

Armed with just a dream and \$1000, Norwegian born Geir Ness set his sights on Los Angeles to become an actor, but fate had a different plan for him. His perseverance and commitment to excellence has earned him well-deserved success. As Norway's first fragrance designer, he's made his mark on the world both

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also the name of his fragrance was named after his mother, a tribute to her. The rest is an amazing story to be told.

*Thanks to: Beatrice Davis of Laila, Inc.*

### 131. "The Secret" Gift

"The Secret" inspired me. It changed my belief system and convinced me that I could be successful. After getting my first cell phone and realizing I didn't always have a good place to hold it, I got an idea from a little change purse on a string I'd bought at a yard sale for a quarter, years before. I realized how convenient it was. I decided to design



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manufactured and  
market it. I got my  
provisional patent,  
set up a website  
and here I am.

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*Thanks to: Pamela  
French of Pami  
Designs.*

## 132. Taking Flight with Healing

The tragic death of  
my 13 year old son  
was definitely the  
catalyst for the  
company; to help  
others heal their  
own soul pain. In  
starting my  
business, I created  
a mission to let the  
millions around the  
world that have  
experienced  
trauma know that  
they do not have to  
just deal with the  
effects of trauma,  
they can have true  
and deep healing  
and live the lives

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*THANKS TO: DR. JANE  
Simington of Taking  
Flight International  
Corp.*



### 133. 6x Corporate Reject

After enduring 6 corporate layoffs in 8 years, I was no longer willing to base my livelihood on the whims of the corporate world. So, I started a coaching business and a newsletter that now has more than 2 million weekly readers. I self published two very successful books, built a solid clientele and I've never looked back.

*Thanks to: Jennifer  
Hoffman of  
Enlightening Life  
OmniMedia, Inc.*

### 134. Driver or Passenger?

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follow someone else's. My business is Financial Planning and I wanted to be in the driver's seat to tailor my services to each individual client's needs. Big corporations tend to have quotas and mechanisms in place that encourage employees to do what is best for the company, not necessarily what is best for the clients or customers. I thrive on tailoring solutions to individual client needs and always doing what is best for the client.

*Thanks to: Lisa Ditkowsky, CFP(r).*



**135. Business Tip of the Year 2011**

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to answer to such  
as a BOSS. YIPPY!  
Being your own  
boss can be hard  
work and tedious  
when seeking  
customers or  
clients for your  
services;  
sometimes you  
may feel like giving  
up, but it's not  
worth it! Go for it!

*Thanks to: Sharron  
Dark of Serving  
Your Unmet Needs.*



## 136. Your Next Act: Having It All!

I was inspired to  
start my business  
based on one  
simple question: "Is  
this all there is?"  
Many highly  
successful  
professional  
women in their late  
30's and into their  
40's hit a "mid-  
course correction"  
where they want to

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focusing on their existing career or their kids. They are ready to move into "What's next?" and need strategies and help to be able to see all of the unique and creative options to creating the life they dream of.

*Thanks to: Jennifer Peek of Peek Lifestyle Coaching.*



## 137. From Tragedies to Successes

There was never one particular event that led me to starting Keeping Us Safe. It was the result of 20-plus years of holding dying people in my arms at terrible car accidents, and delivering dozens and dozens of death notifications to families. "I would

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bring a peaceful resolve to this sensitive and uncomfortable issue now, rather than have them deal with it when a State Trooper is knocking on their front door".

*Thanks to: Matt Gurwell of Keeping Us Safe.*



### 138. Desperation to Triumph

As I sat in a hospital emergency ward unable to swallow anything, including my own saliva, I believed this was it; my life would be over - before I turned 39! A few months later, I had to come to terms with the fact there was nothing physically wrong with me. My mind

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negative self talk. If I could create that, could I also create the life I wanted? Yes! Could I help others do the same? Absolutely. And so, my business was born.

*Thanks to: Felicity Baker of From Fear to Joy.*

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### 139. City Girl + Country Boy = \$\$\$\$

As a socially-conscious U.C. Berkeley graduate who married a gearhead with a rambunctious tween in tow, I dismissed dreams of living in a loft near ethnic food and farmers markets, and compromised convenience for an isolated, suburban existence. Ten years and

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zigzagging urban sprawl to handle basic errands, so I brainstormed a solution which combined amenity accessibility with a more efficient, safe and sustainable method of daily living.

*Thanks to: Misha Garafalo of Handle My Task.*



## 140. Fear Start-Up

For many, hanging that shingle is the result of a longtime dream realized. But sudden fear works too, when it comes to launching a new business. The 2008 market crash brought the realization that instead of simply investing in others, I had better start investing in a sure thing--me.

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has yielded a sense of empowerment, despite the challenges that starting a small business can bring. But now, I am not only an investor, I am also invested.

*Thanks to: Sherrie Madia of Author, Social Media Survival Guide.*



## 141. From Struggle to Success!

I was a Grammy-nominated but struggling songwriter...

My parents had been supporting me and my husband, but they both passed away in less than 1 year; and I had nothing to fall back on.

But, I had inherited an earthquake-

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fixing houses for money. But, it wasn't satisfying and I'd always wanted to be an author. I got online, wrote an ebook, looked for an ebook coach, but there weren't any, so I became one; and the rest is history!

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*Thanks to: Ellen  
Violette of Create A  
Splash LLC .*



## 142. Business Startup Inspiration

Many have asked the question, "What inspired me to start my business?" I started my business as a part-time venture prior to having my first child. During the first year after having my son, I realized I had to take the entrepreneurial

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ADHD, along with a kidney condition, took a lot of getting used to and working a full-time job would not work. So, having him inspired me even more to make entrepreneurship a lifestyle.

*Thanks to: Karlene Sinclair-Robinson of [www.smallbusinessfundingguide.com](http://www.smallbusinessfundingguide.com).*

Do you have an inspiration for starting your business that wasn't included? If you do, please share it below. And as always, many thanks to everyone that contributed to this article!



Article written by Carol Roth

Follow @caroljsroth

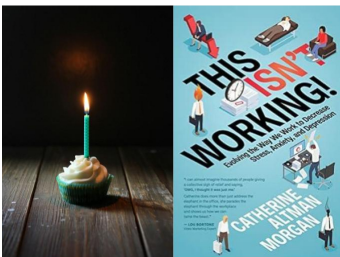
Carol Roth is a national media personality, 'recovering' investment banker, investor, speaker and author of the New York Times bestselling book, *The Entrepreneur Equation*. She is a judge on the Mark Burnett (Shark Tank,

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airing on TBS and Host of Microsoft's Office Small Business Academy show. Previously, Carol was the host and co-producer of The Noon Show, a current events talk show on WGN Radio, one of the top stations in the country, and a contributor to CNBC, as well as a frequent guest on Fox News, CNN, Fox Business and other stations. Carol's multimedia commentary covers business and the economy, current events, politics and pop culture topics. Carol has helped her clients complete more than \$2 billion in capital raising and M&A transactions. She is a Top 100 Small Business Influencer (2011-2015) and has her own action figure. Twitter: @CarolJSRoth



## Latest Posts:



## My Book Was Published One Year Ago

Written By: Catherine Morgan

My book was published one year ago yesterday. Yes, my brain child; This Isn't Working!

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Depression, was published on January 31, 2023. And oh what a year it has been... I started out all starry eyed and filled with excitement and possibility. Author friends and other thought leaders were incredibly supportive. My blurbs were fantastic. If you don't know, I dedicated my book to Carol Roth. Without her and her support, it would not have been possible. Here is what Carol said about This Isn't Working! Yes, Carol said...



## My Coaching Group as a Proxy

Written By: Catherine Morgan

As renowned coach Martha Beck said in this article, "As every life coach knows, the way we do anything is the way we do everything." One of the best things I

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group that meets twice a week. We meet twice instead of once so people won't have to spend more than 3 days in a bad headspace. After almost three years, here's what I can tell you: The people who make attending a priority get a ton of support and value. I have been wanting...



## Inside Scoop on Running a Doggy Daycare with Bob Duncan

Written By: Catherine Morgan

If you love dogs, you may have thought about being in a business where you could spend more of your time with dogs. You may have even considered starting a dog walking service or a dog grooming business – or maybe even a doggy daycare. I put on my

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of West Hartford in Connecticut. Duncan shared how a corporate downsizing led him to buying an existing business where he had been a customer. This was a smart move because he understood his customers since he...



## Morgan Rabas on How to Hire the Right Sales Rep for Your Business

Written By: Catherine Morgan

In this video, I put on my business consultant hat and talked with sales leader Morgan Rabas, who shared her best advice for how small business owners can hire the right sales rep. We began our conversation talking about what you need to know in your business before you hire a sales rep. You have to be realistic

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your lead  
conversion rates in  
order to set  
reasonable  
expectations and  
appropriate  
compensation for  
the sales rep. We  
talked about the  
different types of  
sales reps you  
might need,  
depending on the...



## 5 Ways To Grow Your Small Business Using AI in 2024

Written By: Chuks Chukwuemeka

2023 was a banger for artificial intelligence (AI), as the technology spread like wildfire, penetrating all aspects of human endeavor. 2024 is here and predictions are that it will play a major role in the business world, especially in the United States, as small businesses are expected to leverage it to grow at a faster rate. You probably have

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owner. In this post,  
I will share 5  
different ways you  
can grow your  
business in 2024  
using AI. 1.  
Customer Insight ...



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