



The S3 Agency
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What advice do you wish someone would have given you?

I think when you start a business doing something you love, you want to work **IN** the business so much – but really, you need to carve out the time and/or add the staff to work **ON** the business so that it can flourish.

Did you have a mentor?

I had a mentor early on, a former CEO of a Fortune 500 company. Today I have a business coach – and I wonder how I ever ran a business without one!

How long did it take to become profitable?

We were profitable within the first year of business – thank goodness!

Do you feel it was more difficult because you are a woman?

Maybe it's because of the industry I'm in (advertising / marketing) or where my company is located (NYC metro area), but I really have not felt like being a woman impeded my career. My mother always told me I could do anything I wanted, and I believed her. :)

What was the best thing you did to grow your business?

Joining Entrepreneurs' Organization (EO), a global network, was key to growing and improving our business. Designed to help entrepreneurs learn from experts and from each other, through sharing of experiences and resources, EO is an invaluable resource. As a member, you join what is called a forum – a group of 6-10 entrepreneurs who all run non-competitive businesses. You meet once a month and share things on the deepest levels about your life – business and personal – and everyone provides Gestalt-driven insights to help each other grow. It's like having a personal board of directors. I cannot recommend EO highly enough.

Do you think social media is important?

Well, when you look at the power of social media, I don't know how anyone can argue against the idea that social media is important. What may be in question is whether or not social media is good...and it's important to remember that any technology is neither inherently good nor evil. It's really about how you use it. If we as individuals, organizations, and businesses concentrate on promoting truth and positivity, I believe we can take the power of social media beyond the heights it has already achieved.

Were there any life lessons you learned along the way?

I'm a business owner, but I'm also a mom, wife, daughter, sister, friend, neighbor, board member, etc. etc. etc. As I mentioned earlier, my mom always told me I could do anything. But after I started The S3 Agency, I quickly came up with my own version of that mantra: You can do anything, but you can't do everything. (At least not at once.) So I try to do the most important things, based upon my values. For me, that's the best ROI. It means that I'm ok working late when I need to work late – and disconnecting when I'm spending time with my family. (It's hard to check your emails when you're scuba diving with your son, ha!) I also learned it's vital to have a supportive partner who understands the craziness of being married to an entrepreneur.

What is the happiest memory from this journey?

This journey has been filled with so many happy memories – and new ones are added to the list all the time. One of the happiest moments in my career was being inducted into the Advertising Hall of Fame of New Jersey by the New Jersey Advertising Club. I'll never forget that moment, because in addition to being honored by my peers, it gave me a platform – literally a stage – from which to formally thank those who helped me along the way. Those who believed in me. Those who gave me guidance. I became so overwhelmed with gratitude that I could barely speak.

Where do you see your company in 5 years?

We are in the process of implementing a growth plan right now, and in 5 years' The S3 Agency will be 3x the size it is now. I'm so excited for the future!