



## Transform U – Q & A from College Student

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1. Owners Name and Name of Business –

Jan Carpenter and Laura Reed, Cork Tree Creative

2. Would you be open to a video Interview?

Yes.

3. How long have you been in business?

2.5 years

4. What do you think it takes to be a successful business owner?

Dedication, organization and the right people on your team.

5. What was the hardest part of starting a business?

Managing the business aspects of our company that aren't relevant to our job (i.e., financials, office managements, etc.)

6. What is something you wish someone would have told you before you started your business?

That there would be a recession.

7. What resources could the library have had to help you?

Business Management seminars, networking opportunities, software workshops

8. What online resources did you use?

Quickbooks, Harvest, Google Analytics, Facebook, Twitter, small business directories

9. Did you find any books that were helpful? Titles?

No

10. Any words of advice?

Be certain of your goals and objectives before you start the business. Write a plan that outlines what you want the business to become and how you plan to get there so there is never a question about the direction of the company.