

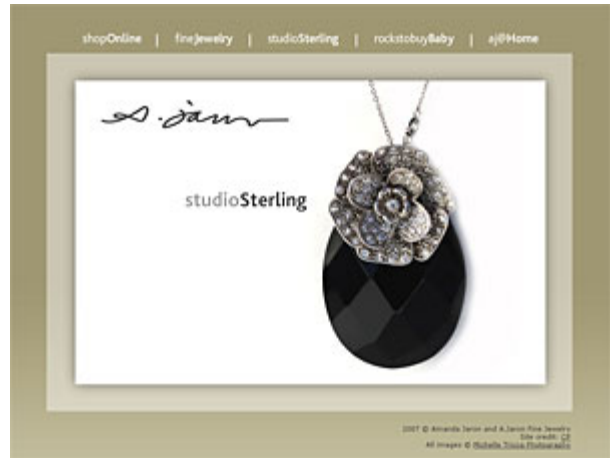
Name: Amanda Jaron

Business name: A Jaron Fine Jewelry

Company website: www.ajaron.com

Summary of education:

Graduated from a creative and performing arts High School in St Petersburg FL, Pinellas County Center for the Arts. Knowing that the world was bigger than my hometown, I went off to Philadelphia to earn my B.F.A. in Jewelry & Metalsmithing at The University of the Arts. Upon graduation spent 11 years in the "real world" designing in NYC. I pull inspiration from all 3 stages daily.



Summary of company:

Started out of the pure joy of making sculpture out of gold and diamonds... It is now a multi faceted (no pun intended) Luxury design company. Headed by me, we have a fine jewelry line: *A Jaron Fine Jewelry*. A collection of high quality, affordable sterling silver: *A Jaron Studio*, a fun accessories line for new Mommy's and Granny's: *Rocks To Buy Baby* and a home goods line: *AJ@Home*

How long have you been in business?

Officially, 3 years. However, I started selling my jewelry at 10 years old.

How did you start/fund your company initially?

Budgeting... Working in NYC, I made more money 40 hours a week than I ever thought an "art school girl" could. It was hard to leave the pay check.

So, when it came to budgeting my "spending" money I would buy stones, beads & gold rather than the amazing Prada bag! , it is forever a balance of cash flow.

I can say I proudly I now own several Prada items! Best advice is take baby steps.

What's your greatest challenge running your business?

My biggest challenge is that I am an artist... I am not good at accounting, order processing or sales. In the beginning you have to do it all! I believe the most important piece of success is realizing what your weaknesses are and finding people to work for you that have those strengths. No one is great at everything!

Do you have any employees?

Employee is a loose term. I have an amazing network of people that I rely on as subcontractors, freelancers and sales people. I do not do all this myself and no, I do not have



an office of 20 people making all this happen. But, I do have 20 people that jump in at any given time.

What's your best marketing tip for other women entrepreneurs?

Hire a Public Relations Company. It is the best money I have ever spent. Word of mouth is the best advertising and a good PR firm is spending time everyday telling the world about you!

Do you have a mentor or business model you follow?

Gucci, LVHM, Prada, Tiffany's, Cartier, David Yurman, John Hardy, Tommy Bahamas is that enough? In all seriousness, I strive to be a luxury brand with a strong connection to the beach as a lifestyle. I would say Tommy Bahamas and Vivre have done exactly that.

Are you a member of any networking groups/clubs?

Yes, I belong to all the online networking groups. I find that it is more a social thing. I love being able to connect with people from my past! Clubs, no. I do volunteer on local charity committees. It is a great way to promote your business in your town and also selflessly give back to a cause you believe in.

You've done a lot of television appearances, what would your advice be to the women entrepreneurs out there who are about to make their first TV. Appearance?

Funny, because I was always the one absent at school the day we had to make a class presentation! All I can say is that if you are invited to be on T.V. to promote yourself, you just do it. The first time I thought I was going to die... Remember you are the expert and the audience wants to learn about what you do. So stand tall and believe in yourself and your product. If you do not why should anyone else?!

I am now preparing for my 2008 Launch of A Jaron Studio Sterling on the Home Shopping Network in January. Live, National TV!

How do you manage to balance family life, personal time and business so well?

I do not stop! I schedule every minute! I have my 4 year old twins in a pre-school program, I have babysitters and I hire people that also have children, it is not unheard of to be having a conference call of 3 women with a total of 7 children in the background! But mostly, is making every minute count to the extreme that I even get my kids involved. Helping with small projects can be a great learning tool.

In turn, I have a studio at home so that I can react to situations as they come.

What's the one daily task you do that helps move your business forward?

Coffee. Just kidding. For me as an artist, I knew when I left NYC that I wanted to move somewhere where I would be inspired. I moved to the southern most beach town on the west coast of Florida. It is 87degrees here in December! It is my paradise! I wake up every morning drinking my coffee in paradise!

What's the one service or product you couldn't run your business without?

Sadly, I would have to say, The Computer/Internet. With the computer, I can



Shop NYC without being there. I can connect with my clients/ suppliers create ads, inventory, and draw and process credit cards.

Any final words of advice for women wanting to start their own business?

My favorite quote:

"Practice Random acts of kindness and senseless acts of beauty." coined by peace activist Anne Herbert

Your reputation is the most important thing you have. Do all you can to do for others and that good will come back to you.