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### **1. How you got started in your business?**

I had used Constant Contact as a marketing tool for a previous business and loved it! I considered it one of the main reasons that business thrived and had been teaching others how to use it all along. When I made the decision to start a new business, teaching others how to use Constant Contact to build THEIR businesses was an obvious transition.

At that time, social media was just beginning to be used for business and I immediately saw the marketing potential. I soon began to add social media training to my service offerings as well.

### **2. Where do you get your inspiration from?**

I am inspired by the 'Wild West' type of attitude and the rich creativity I see in the digital realm. I love that people are creating new solutions as they go and the software and platforms that have come (and gone!) are really exciting. I am actually a bit disappointed by the way that platforms are becoming 'standardized' and that more and more we are seeing iterations of existing programs rather than entirely new ideas.

### **3. Do you have a mentor(s) that you work with?**

I have been lucky to have worked with quite a few women who have taken the time to give me advice along the way but no, I have NOT had a mentor. I do wish I had one!

I have been a mentor to many and make every effort to mentor young women I meet and work with.

### **4. What is the key attribute you believe it takes to be an entrepreneur?**

I believe there are two: Creativity and Perseverance. You must offer Creative solutions and have the Perseverance to pursue them even when the road is uncharted!

### **5. How do you manage your long-term strategy?**

My long term strategy is to educate and empower business owners to embrace and utilize the powerful digital marketing resources available to them.

Originally, it was about explain what social media and email marketing was. Then it moved to explaining how those could be used for business. With many digital natives – those who have grown up with these tools – it will be about teaching them the difference between business and personal uses of the tools and as always, I will focus on training and creating creative strategic solutions.

### **6. What are your top two lessons learned in your business that could help someone else?**

Focus on how you can HELP someone else

Don't be afraid to learn something new!

## **7. What they would tell another women business owner today?**

Invest in yourself.

I was originally trained and licensed as an architect. I worked for a very prominent firm in NYC and LOVED my job. But after having one, two and then three children and moving to the suburbs, I was no longer able to juggle it all. I was reluctant to spend the money to get the help I needed and ended up leaving that career. While I am very happy with where my path has taken me and how it allowed me to grow, I see now that had I invested in myself and gotten the help I needed for the short term, I would have been able to continue to move forward in that career in the long run.

I have since invested in my education, taking courses and participating in live and virtual programs whenever possible. I see how this has moved me forward in ways I never could have imagined. I meet people all the time who are reluctant to invest in themselves and or afraid to try something new. Especially women, but men as well. I encourage them to take a chance and try to learn something new – it can be a lot of fun and can lead to wonderful things!