



Small Business Development Centers

Dayton, Ohio

Success Story Fairy Godmother Creations, LLC

Liane Wagner first started her business as a hobby, not thinking of it as a business. Her company, Fairy Godmother Creations, turns customers' garments and heirloom fabrics into custom, quality gifts. Liane and her staff work their Fairy Godmother magic into christening gowns, teddy bears, quilts and more. The magic didn't come as easily into the business side of things. For help, Liane turned to the Ohio Small Business Development Center (SBDC) at The Entrepreneurs Center in Dayton, Ohio.

"When Liane came to us, she had a lot of skill in her craft and great instinct for marketing but lacked a thorough understanding of running a business," said Kim Woodbury, Director at The Entrepreneurs Center. "As far as a business goes, Liane's isn't a simple one. On top of the typical elements, like having employees and having a brick-and-mortar location, Liane also has potential product liability issues because she works with heirloom garments."

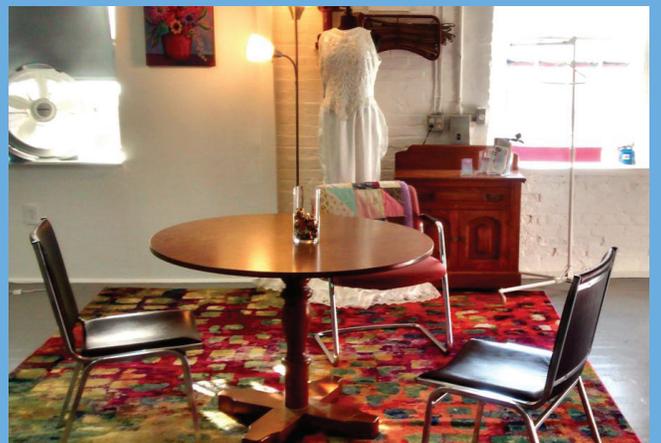
The SBDC at The Entrepreneurs Center assisted Fairy Godmother Creations with accounting and tax solutions, one-on-one consulting to analyze data for financial decisions, determining hiring practices and much more.

"When I first started working with the SBDC, I had one part-time employee and my husband, who would volunteer," Liane said. "I was in a 1,700-square-foot studio space, and my gross sales were only about \$65,000."

Since Liane started working with the SBDC, she has transformed her business into an LLC, hired six employees and increased revenue by \$25,965.

"The professionals at the SBDC have not just done it all for me," Liane said. "Instead, they've provided counsel, worksheets, online resources and helped me understand what I need to be doing in order to move my company forward. I honestly don't believe Fairy Godmother Creations would have come this far without the advice and counsel I've received from the professionals at the SBDC."

For your own custom gifts from Fairy Godmother Creations, visit fairygodmothercreations.com.



For more information about Ohio Small Business Development Centers (SBDC) programs and resources, visit: sbdc.development.ohio.gov



Development Services Agency

John R. Kasich, Governor

David Goodman, Director



U.S. Small Business Administration