



# my STORY

THE INTERVIEW  
MAGAZINE FOR  
FEMALE  
ENTREPRENEURS

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ADD SOME  
SPARKLE TO YOU  
OR YOUR  
GIRLFRIENDS LIFE  
WITH GLITTER ME  
THIS & CO.

EXCLUSIVE  
INTERVIEW

With the ONE and  
ONLY Sondra  
Diggs





# Sondra Diggs

# *Glitter Me This & Co.*



## How did you come up with your business idea?

My passion has always been in hosting events to get my girlfriends together for a night of great therapy and after doing so for a while, I realized the feeling we had after sparkling in our accessories, moving to our jams, indulging in our spirits, laughing until it hurt and exhaling all our worries, left us all restored, renewed and revived, that I wanted to box this feeling up, for when you can't be there in person you can send it right to her door.

## What were your main goals when you started?

My goal was to be able to send the same feeling of Girlfriend Therapy to your girlfriends that were going through life's up and downs, that would bring her a **SMILE** in the midst of what life throws at us. Since we tend to be so busy, I wanted to curate the perfect gift box tailored for specific areas such as battling cancer, or a loss, break ups, new beginnings, and even when you're burning with hot flashes.

## What were some of the first things you did to get your business off the ground?

My first thing I did was find a partner who I could bounce all my ideas off of. I work much better when people are around me. I spent a lot of time drilling down to the niche and my passion. It's important that you believe and feel extremely passionate and proud of what you are creating or developing. My partner owns a marketing business so having someone who had that expertise was vital for me.

## What position was your first hire when you starting growing your business?

We are still very new, just launched in November, so for now we have hired experts to outsource areas such as photography, and google experts. I am still wearing many hats along with the help of my business partner.

## Which advertising methods do you use to promote your business?

We developed a beautiful website, and use Facebook ads and Instagram to promote. We are also beginning with Google shopping and Ad words.

## Do you have a morning or evening routine? Please share.

Every morning when I shower I play the song "Rise Up" by Andre Day. It inspires me to rise up unafraid of what the day will bring. In the evening, I also end with drinking a detox hot tea.



## Did you have a big struggle to deal with at some point in your business and how did you deal with it?

I recently retired my corporate life as a CFO to do what I am passionate about. I was always confident that I could run my own business if I could dig deep enough to know what I would be providing. Many people have the idea and can create but lack in the back end to handle the financial side. What I failed to realize are all the different expertise hats you need to wear in a startup. Creating the idea, and the box itself and promoting it live in person is all me and I could do it all day, but in today's business you are not just selling your product, you are selling yourself. People want to know you and like who you are and then they will look at your product. That's very different than the corporate world. So I find it takes a lot directly from you to build this because you are the brand as well.

## What platform are you most active on to promote your business today? And why?

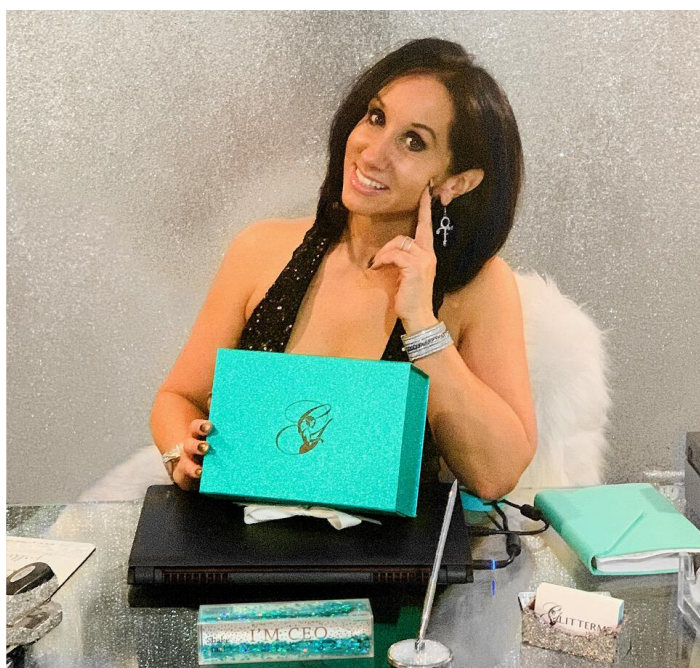
Instagram and Facebook.. We make sure to post daily and to upload stories to stay connected and to build relationships. We also join a lot of groups to find ways to get connected to do podcast, or any media to get viability. I also attend any available women's conferences and shows to display the box and connect directly with women.

## Do you have a mentor and if so why?

My mentor for many years was my boss from my CFO life, he recently passed, but one of the things he always told me as we talked about the day I would go out on my own, was to hire people who knew what they are doing. So even I as am a start up, I am very aware that I need and will be hiring people who have expertise in areas that I don't.

## What do you enjoy most about your business?

I personally enjoy connecting with women and bringing them together to enjoy a SMILE, another piece of the business is hosting Girlfriend Therapy Pop up events. We did a Galentines public all-inclusive event for ladies night out. Hosting and seeing women leave their worries at the door for just a moment, to sparkle, move, indulge, laugh and exhale brings my more happiness than I could ever imagine.



## Please share any great tips for hiring good staff members.

In my corporate life I have hired and had large amount of employees. Always hire someone who shows you passion and has a desire to learn even if they are not the expert in the field yet. People can learn anything if they have the fire in their soul to want to.

## Who is your soundboard for when you need to plan, think, share or more?

My business partner Karen. She notes down all my thoughts, ideas and desires and manages to put them in an organized order of importance. She has an English major on top of her Marketing background, so I can blog right from the heart and she quickly tweaks it. I run all my ideas past her just to bounce and keep my sanity.

## What is your favourite podcast to listen to, if you have one?

I don't have a favourite because there are so many great women to listen to.

## If you enjoy coffee or tea, what is your favourite drink order to have when you visit a coffee shop?

I don't drink coffee so it is usually tea unless for some reason they serve wine, then it's definitely wine. lol



## How long have you been in business?

Glitter Me This just launched in November. I have been a corporate CFO for the past 20 years running a multi million dollar company.

## Please share one of your favourite books you have ever read.

Honestly 5 love languages... To me it is a very profound discovery on how we relate to each other. We all have a love language, in friends, or relationships, and to truly give to someone and understand them you need to understand what language they speak

## How do you stay motivated and grounded?

I have always been a very humble person, so even in the height of my career when I could live like a king, I grew up in a very conservative home where my parents taught us the importance of saving. So I lived well below my means knowing that one day it would give me this ability to stop and follow my passion.

## What do you do for relaxation?

Because I am very energetic and always moving, I typically will use a Netflix time out with a glass of wine, to settle my thoughts and my body to just relax and indulge into something outside of my own world.

## Name one place in the world you would like to visit.

Greece



## If you could start all over again what would be one thing you would do differently?

Invest upfront on experts to move this quicker than me trying to learn it all.

## What is one key piece of advice that you could share with new starting entrepreneurs?

When I was young and raising up in the accounting world the one thing that I didn't have was FEAR...

I know now that is how I rose to the top of my field. I never feared if I could handle the next level, I just went for it, and told myself I would figure it out when I got there. Today doing this at 50, fear is deeply embedded in us, so fighting through it required me to always remind myself of the younger me and that I am still that girl. So find ways to conquer fear because greater things are on the other side of fear.



## Contact Sondra



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Love

Nicolene

mySTORY