There is something to be said for those 'Texas' women and their long line of strong women. Natalie's great grandmother survived the 1900 Galveston hurricane which killed over 8,000 people. Not only did she survive, but she worked alongside Clara Barton of the original Red Cross Foundation. Her grandmother worked on all the NASA space missions and her mother was the first woman to work in the oil refineries at Amoco oil. It's no surprise that Natalie decided to forge her own path. Natalie faced the monumental task of raising her two boys, Preston, 8, and William, 6, by herself, while also maintaining a household on her own.

Starting her own business allowed her to create a business where she and other like-minded marketing professionals could focus their non-work priorities on their family and passions. Natalie continues to schedule clients around school pick up, homework, and dinner. Her boys love sports and play year-round. Meetings are scheduled around Tuckahoe Little League Baseball games, and Upward Basketball games. Kanawha Dive Team and Strikers soccer come first. Natalie believes the lessons and fundamentals that the boys have learned through sports are most important. This used to mean long nights for Natalie, as she worked to deliver promised work to her clients early, exceeding expectations. Her hard work paid off and her business began to grow through referrals.

As any entrepreneur will tell you, the first year is especially prone to failure. There is no guarantee that your venture will succeed. "Honestly, that might be the hardest part about being an entrepreneur. Waking up every morning, working hard all day, and doing it all over again the next day with no guarantee that what you're doing is actually going to be successful is the definition of persistence, but it feels like the definition of insanity," says Natalie.

CreativeMktGroup's rapid growth allowed Natalie to quickly add to her team, growing from working late nights by herself to her now team of 5 full time, highly driven and hard-working women. It's not by coincidence that these women all share the same qualities, it's because these traits are important values and requirements for working at CreativeMktGroup. "We've all worked in the restaurant industry and collectively understand how to multi-task and provide good customer service to the extreme," says Natalie, "The future of the company is not dependent on my personal vision of what I want it to be and how it will support me financially. If I can pay the bills and spend time with my children – I am happy personally. The future of the company relies on two things – providing marketing solutions

AMADA SENIOR CARE™

OUR SERVICES

IN-HOME CAREGIVERS
- Personal care
- Meal preparation
- Medication reminders
- Light housekeeping
- Transportation services
- Exercise assistance
- Companionship

FINANCIAL CARE COORDINATION
- Long Term Care Insurance
- Free Expert Policy Review
- Veterans Aid & Attendance Benefits

FINDING SENIOR LIVING
- Assisted living
- Independent living
- Senior care homes
- Memory care homes

A+ Rated SB Home Care Standards Bureau

Call now for a complimentary assessment and review of Senior Care Options.

(804) 793-8255 • www.AmadaRichmond.com
6800 Paragon Pl, Suite 106, Richmond, 23230