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### Lisa C. Orman

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[www.kidstuffpr.com](http://www.kidstuffpr.com)



*KidStuff Public Relations is a specialty PR firm that publicizes children's toys, games and family service companies through traditional and new media, and trade publications. We have been helping small and medium specialty toy manufacturers and retailers grow for the past 14 years. Every month, KidStuff PR clients grace the pages of top parenting and women's magazines alongside products from industry giants like Mattel, Hasbro, and Fisher Price. KidStuff PR clients consistently garner so much media attention that the agency itself has begun to make news.*

#### **How long have you had your business and what are your future plans?**

I have had my business for nearly 15 years. Every day is different and a joy. It never gets boring! My hopes and dreams are to be able to continue working as I am, with the team I have, until I choose to retire, and, at that point, to have it be successful enough in its own right that I could hand it off to an employee or team member, or merge it with another company. As I grow the business, I am always looking to offer more work to my team members and to add new team members.

#### **How much time do you spend online per day? Both personally and professionally.**

About 8 to 10 hours.

#### **Did you finance your start up, borrow from family, have investors, or do all the work yourself?**

My husband and I started my business with our own funds, and I have done all of the work myself. When I had some extraordinary start-up costs like designing a new website, my parents helped us out with a loan, which we have paid back.

#### **What was your main inspiration in starting your business and creating your website? Why did you take the risk? Who were most influential to you when you started up?**

I had been a reporter for seven years and experienced firsthand how helpful a great publicist can be. I had been a management consultant and had experience with telling my clients straight-up what I saw wrong with their businesses or messaging and how it could be fixed. As a result, I gained confidence in my abilities and instincts in this regard. These paired backgrounds seemed the perfect mix to get into PR, as I was becoming a mother for the first time and wanted to have a more manageable work schedule.

#### **Briefly describe your family life and if your children had an impact on starting an online business.**

When I became a mom, my passion was suddenly all about everything for kids and families and how to help your child learn best and discover their potential. So, I decided to focus my clientele among businesses that service or manufacture things for families. I really believe if you are passionate about your work, you will perform better and succeed. My kids have had their mom home after school, and working in the home, since birth.

**Did you have competitors when you started up? How did that affect your decision?**

I am aware of "competition" but have very distinct differences in my business model, fees, clientele, and business philosophy, so I consider them very minimally.

**What were the most important steps that you took to make a name for yourself/and or the business? What do you consider your best marketing tool? (i.e., social networking, hiring a PR firm, blogging, follow up with contacts, placing ads, co-branding)**

My motto is do what you say you are going to do, and you would be shocked at how that separates you from the pack in this business. To me, it's so basic and just good manners. My biggest investment has been both the design of my website, buying an editing tool to make changes to it, and paying my staff to keep it totally fresh. It is my biggest marketing tool and how I get all of my new business. It is a showcase for our work and our results.

**What advice would you give to other women who are thinking about starting an online business?**

Spend what's necessary on the proper and best technology you need to start your business. Have a point of view for your business and articulate it. Be organized and professional, even if you work from home. Take care of yourself physically...exercise regularly and stretch a lot if you are stuck in front of a computer for hours on end daily. Get a great chair and set up your computer and monitor ergonomically. Choose a name for your business carefully. I feel like mine says it all!

**Is this your destiny? If not, what is your dream job?**

Absolutely. I am so totally blessed. I have had 25 clients, give or take a couple, for about 5 of the 15 years I've had my business. That kind of cushion

allows me the freedom to be choosy, which, in turn, feeds my business success because I work with winning companies.

**If you could have lunch with any woman today, who would it be and why?**

Michelle Obama. I think she has stayed true to her family and her motherhood, while still supporting her husband on the campaign trail. She's got her priorities straight. From what I can tell, she and Barack have a great, close marriage, despite all of their challenges. I love smart women!

**What are your two favorite websites?**

[www.dailycandy.com](http://www.dailycandy.com)  
[www.dailykos.com](http://www.dailykos.com)