

## TOP PRODUCTS

### SHANNON BARNARD *K9 BYTES*

#### *What's your favorite inspirational quote?*

Dogs are not our whole life, but they make our lives whole. — Roger A. Caras

#### *What business guru do you follow? Why?*

My life/business coach, Sheri Kaye Hoff. She helps me maintain a work/life balance, relax and take inspired action. She encourages me, inspires me to find joy in life and is always positive.

#### *If you could do it all over again, would you stay in the same business? What changes would you have made in the start-up phase?*

Yes, I love having a pet-oriented business. It gives me so much satisfaction to know I'm making products that bring joy to pet parents. If I started my handcrafted business again I would focus on pet products from the start. I would be sure I had the processes and systems in place to easily scale the business.

#### *What is the latest skill that you've learned? How has it helped you in your business?*

Delegating. I have learned that I can't, nor do I need to, do everything in my growing business. Delegating tasks I don't enjoy or am unable to do efficiently frees up time for me to explore new product ideas and marketing avenues. It is teaching me to be specific and realistic.

#### *What app or software can you not live without? Why?*

My favorite app right now is Amazon Seller because it makes a "ka-ching" sound every time I get a sale. Google Keep is a great app to keep notes and to-do lists handy. You can set reminders and check off tasks as they get done and access it from your PC or phone.



#### *Who inspires and motivates you? Why?*

My dog, Rogue, is my inspiration and motivation. He lifts me up and keeps me positive. He is always happy and patient, which helps me to remember to be the same.

#### *What's been your most recent success? Tell us all about it!*

I was contacted by a pet gift box company. I supplied cat treats for one of their monthly subscription boxes. They have already asked me to make other products for a couple of their upcoming boxes.



#### Connect with Shannon:

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