



## ABOUT

I make handcrafted jewelry featuring copper, brass, leather, gemstones and handcrafted beads. I started making earrings for my daughters and the business has grown from there. I like to challenge myself to learn new jewelry making techniques so I can offer an array of products to my customers. My jewelry is very earthy and natural – influenced by the beauty of Tug Hill and the Adirondacks.

### BEFORE USING MYNNY.BIZ DID YOU HAVE A WEBSITE?

I had an Etsy shop. I decided to switch because originally my etsy shop wasn't seeing a lot of activity. After my etsy shop got hacked, I knew it was the right choice to close that shop and work from my own website.

### WHY WAS MYNNY.BIZ APPEALING?

The low cost setup was a key component, as well as working with a local company.

### CAN YOU DESCRIBE THE MYNNY.BIZ PROCESS FROM SIGN-UP TO WEBSITE LAUNCH?

It was a very easy process. Down To Earth just had a brand photoshoot, so I provided those to Coughlin and with my logo, and they developed a site I love! There was some back and forth of information and review of the site in process. I also had the opportunity to meet with Coughlin to learn more about adding my own products to the site and the order process.

### WHAT IS YOUR FAVORITE FEATURE OF MYNNY.BIZ?

Working with a local designer and the tie to the north country!

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Coughlin has been so easy to work with. They are very responsive to issues and have also helped me link my website to Instagram shopping.



### DEVELOPED IN PARTNERSHIP WITH:

