



OLD DOMINION UNIVERSITY

Center for Enterprise Innovation

IDEA FUSION

**WOMEN'S BUSINESS
CENTER**

Business Spotlight

Sara Hunter is the president of **By Sara Hunter, LLC** which specializes in the following:

- Whimsically designed pottery to suit your home and office décor
- Bridal registry
- Corporate gifts
- Wholesale accounts
- Online Shops for both retail and wholesale
- Custom designs for birthdays, anniversaries and other special events
- Consulting services for individuals starting new craft businesses



For Wholesale: www.indieme.com

How ODU Women's Business Center helped Sara with her business: "The Women's Business Center at Old Dominion University has been extremely helpful to my business by offering excellent training programs and free resources on how to run my business successfully. I attended training sessions on various topics such as social media tips; how to protect your brand and how to sell to Virginia State Agencies, Colleges/Universities, and local governments."



facebook.com/BySaraHunter



[@BySaraHunter](https://twitter.com/BySaraHunter)



[@BySaraHunter](https://www.instagram.com/BySaraHunter)

Retail Website:

www.BySaraHunter.com

Etsy:

www.sarahunterdesigns.etsy.com



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What has been the toughest obstacle in starting her business: “My biggest obstacle in starting my business was having adequate workspace and equipment to do my work.”

Sara’s advice for someone starting a business: “My advice for someone starting his/her business:

- Find a mentor who is working in the same industry/medium.
- Remain flexible yet focused in order for your business to grow successfully.
- Be open and flexible to change. I find myself adapting to changes in the market in order to stay current with the needs and wants of customers and new trends.
- Listen...Listen...Listen. You will go so much further with your business if you listen to advice or feedback from other seasoned artists/business owners. It will save you time and money in the end.
- Network...Network...Network!
- Go to the Women’s Business Center at Old Dominion University so that they can assist you with your business startup from beginning to end!”

Business Progress for By Sara Hunter : “

- Proud to say my products are being sold in shops and galleries across the United States, Hawaii, The United States Virgin Islands and coming soon Sydney, Australia.
- Giving advice to various entrepreneurs concerning their businesses and showing them the steps of how to move their businesses to the next level.
- Proud supporter of the Susan G. Komen Race for the Cure.
- I am now a PR Flight account holder (PRFlight.com) where we are in the process of developing targeted business presentations to present to distributors both locally and abroad.



BY SARA HUNTER