



Live Like You Green It

Background

I started Live Like You Green It in 2020 with a dedication to the environment. Witnessing an excess of plastic and animal products in our food and body care. I, as a plant-based vegan, struggled to find natural, plastic-free, organic, and vegan body care. So, I began creating my own, starting with natural deodorants.

My family and friends loved what I made. Unable to find such products in mainstream stores, I opened an Etsy shop in 2020. The business gained traction, especially during the social unrest of 2020, shedding light on black-owned businesses. My products were featured in Nordstrom and Package-Free Shop in New York City.

Today, Live Like You Green It continues its mission, emphasizing clean skincare for sensitive skin. We've expanded our line, steadfast in our commitment to being 100% organic, vegan, and as plastic-free as possible.

Solution

The Miami-Dade Business Navigator program, a local initiative funded in part through a grant from the U.S. Small Business Administration. Led by the Florida SBDC at FIU has been instrumental in supporting my business. Through the Florida SBDC at FIU, I sought funding via Ascendus, realizing it offered more than just financial advice. As a solopreneur for the past three years, managing all aspects independently, from finances to strategy, has often been overwhelming. This year, I experienced a significant shift in my business through the MDBN, by

presenting a supportive ecosystem of entrepreneurs, community resource partners & business consultants to foster business growth in the community. This was a transformative experience, particularly as I connected with Florida SBDC at FIU Business Consultant Roslyn Rice, who provided Marketing & Sales Strategies. During moments of burnout and uncertainty, Roslyn offered emotional support, understanding my challenges on a personal level, but importantly helped crystallize my ideas, providing a roadmap for success. This support, both personally and financially, has been a game-changer for my business, delivering immediate value and contributing to its long-term sustainability and success.

From the Owner

“If you're an aspiring entrepreneur my advice would be to simply start, and don't be afraid to start messy. Often, the desire for clarity and a well-thought-out plan before starting can lead to procrastination. So, my recommendation is to begin the journey.

Seek mentorship early on; it can make a significant difference. Develop your skills across various areas, especially in your areas of weakness or those outside your expertise. Learning essential tasks is crucial before considering outsourcing, as it helps you understand the value added by others when the time comes to delegate.

Know your numbers from the beginning. Understanding pricing, fair pricing, and profit margins are key elements. These aspects are crucial not only for financial feasibility but also for confidence in business development. It's essential for dealing with investors and understanding the profitability of your company. Starting with these pieces of advice will set you on a path to success in your entrepreneurial journey.”

Business Owners Names: Danielle Silverman

Company Name: Live Like You Green It

Phone Number: 305-801-3943

Email: dani@livelikeyougreenit.com

Website: <https://livelikeyougreenit.com/>

Location: Miami, FL.