



**Attunergy**

## **Background**

Attunergy was started in July 2021 for two reasons. First, I noticed that many people were struggling with stress and finding it challenging to navigate the difficult times. The products and services I offer aim to help with relaxation. Simultaneously, my cat was diagnosed with cancer, and I wanted to explore holistic alternatives for her healing. That's how Attunergy came to be—a haven for relaxation through scent and sound, utilizing aromatherapy and sound healing.

I handcraft aromatherapy blends, ensuring they are safe for animals. My journey began with sound healing, utilizing Crystal Quartz sound balls for my cat Fiona. The positive responses from people experiencing relief through these modalities sparked the transformation of Attunergy into a company. The name stems from "attune" and "energy," signifying paying attention to one's feelings and inner energy for positive life changes.

## **Solution**

I've been pleasantly surprised and grateful for the support from the Miami-Dade Business Navigator Program. This initiative was funded in part through a cooperative agreement with the U.S. Small Business Administration. Once I discovered it, I was shocked at the extent of the assistance they provided. The program offered various classes and resources, such as Becoming a CEO, the Facebook Meta class, among others as they provided additional tools to my business toolbox. I made sure to attend any class available because they're excellent. Additionally, I was paired with the Florida SBDC at FIU business consultants, Michelle Caba and Roslyn Rutledge-Rice. These consultants provided me with clarity and direction, which is crucial for entrepreneurs who often

lack a sounding board for their ideas. As entrepreneurs, we often talk to ourselves all day, and having consultants helped break down uncertainties and provide clarity for the company's direction.

**From the Owner:**

“I would say one of the most beneficial things I've done is surround myself with other entrepreneurs. It's crucial not to feel alone because some days you experience significant wins, and other days you might feel like your company is falling apart and on the verge of going out of business. Having subject matter business consultants, like what the Miami-Dade Business Navigator Program offers, or connecting with fellow entrepreneurs who understand the struggles, can be incredibly helpful. They serve as your cheerleaders, offering encouragement, suggesting solutions, and lifting you back up when you're feeling down.”

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