



## Q&A with Kim Dow

Owner, Kalico Design & Sass Magazine

### **Her Corner (HC):**

**Could you share where you were with your business when you started the accelerator?**

Kim Dow (KD): I'd built a business I was proud of – great clients, strong offering, things were running well. 6 years in, I hit a rough year. What had been working, no longer was. I'd tried everything. I worked all the time, worried about finances and couldn't sleep. I was stuck. I started coming to Her Corner to bounce ideas off of peers. I realized it was time to grow Kalico Design and I wanted to start off on the right foot with Sass Magazine, a new business I'd conceived – so I joined the accelerator.

**HC: What is your advice to other women business owners feeling stuck?**

KD: Just about every business owner I know get to points in your business where you feel stuck or directionless. The best way forward is to find other women who are facing the same issues or have recently solved it. Pick their brain – what approaches did they try, resources did they turn to, questions did they ask. Find a community that will support you and point you in a new direction.

**HC: Would you mind sharing a couple areas you focused on?**

KD: I really changed the way I approach my numbers and growth. A creative business, I never went to business school. I was good with numbers but had a lot to learn about financial projections and tracking. I started with longer range goals and monitoring my numbers monthly. Now, I track revenue and costs weekly. I'm more diligent about always knowing the numbers.

Once I was tracking the numbers closely, I realized I needed to bill differently. I started billing at different intervals to improve cash flow. I created packages that allowed us to increase our fees, upsell and move to larger projects. My accelerator facilitator helped me think through how to explain the changes to customers – overall, reactions were positive without much push back at all.

**HC: What advice would you tell women considering the accelerator?**

KD: I gained incredible insights bouncing ideas off women facing similar issues and changed how I ran my business. It forced me to take a day each month to focus on my business. It's for women who want to take your business to the next level. If you're stuck not knowing how to grow, this is for you. Put in the work. You'll see the results. A commitment – but so worth it!

**HC: So, what is different about your business now?**

KD: My business doubled its employees and sales. I also have time again for me, my husband, even vacations. My business no longer runs my life. It's one of the best business decisions I've ever made!