

# wise

WOMEN IGNITING THE SPIRIT  
OF ENTREPRENEURSHIP

## FEATURED ENTREPRENEUR

**Nancy Prince**  
Owner, Your Composed Home

After a long career at Syracuse University, a series of events unexpectedly led Nancy Prince to the path of entrepreneurship. For many years, she worked for the Registrar's Office supporting the student records system before trying something different in the corporate sector. Upon leaving a position that wasn't a good fit, she wondered what was next for her career and was reminded that everything happens for a reason.

The same week, Nancy celebrated her 60th birthday with family and friends and they reminded her how much she enjoyed helping others declutter their homes. "Always being an employee, the thought of starting a business never occurred to me," Nancy says. "But, when these two ideas converged, it felt right and I took the plunge." Nancy applied her expertise in organization and analysis to her home decluttering business, starting with an online questionnaire to analyze the needs of her clients.

New to the world of startups and entrepreneurship, Nancy immersed

herself in classes with local resource providers such as the WISE Women's Business Center. She has attended many of the classes offered (some twice!), has been working one-on-one with a counselor to write her business plan, and has joined roundtable groups to grow her network and keep her accountable.

"Take advantage of the many great resources available in our community," she advises. Nancy encourages new business owners to work through challenges by focusing on your client instead of your fear, proactively solving problems and taking them as learning opportunities to improve the business.

Looking ahead, Nancy has a simple goal for the upcoming year: to make a profit in her second year of business and to create a marketing plan to acquire new clients. "My ultimate goal is to help people," says Nancy. "As an entrepreneur, it's important to remember how the services you offer make a positive difference in people's lives."

PHOTO BY PAUL W. PEARCE  
PAGE DESIGN BY GRIT BRANDS



*wise words  
of wisdom...*

*"Shine your light on your customer  
to push through self-doubt."*

– Nancy Prince  
via Marie Forleo

## WISE HAPPENINGS:

► Check out [wisecenter.org/events](http://wisecenter.org/events) for a complete list of upcoming events!

### Social Media "Hands On" Roundtable Discussion

March 1, 12:00-1:00pm  
March 15, 12:00-1:00pm  
March 29, 12:00-1:00pm

### Women as Career Changers Roundtable Discussion

March 2, 12:00-1:00pm  
March 16, 12:00-1:00pm  
March 30, 12:00-1:00pm

### The Building Blocks for Starting a Business

March 7, 12:00-1:00pm  
March 29, 5:30-7:00pm

### Women: Igniting Your Spirit Roundtable Discussion

March 8, 12:00-1:00pm  
March 22, 12:00-1:00pm

### Operation: Start-up and Grow Veterans Business Conference

March 16, 8:30am-2:00pm  
SRC Arena

### Women in Creative Businesses Roundtable Discussion

March 9, 12:00-1:00pm  
March 23, 12:00-1:00pm

### WISE Symposium

April 25  
SKY Armory

*A women's business center... run for women, by women.*

All events, unless otherwise indicated, are held at the **WISE Women's Business Center @ The Tech Garden** // 235 Harrison Street // Syracuse, NY 13202  
(315) 443-8634 // [wisecenter@syr.edu](mailto:wisecenter@syr.edu) // [www.wisecenter.org](http://www.wisecenter.org) // **FIND US ON:** [f](#) [t](#)



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