



**PRESS RELEASE  
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## **TIPS TO MAKE A SMALL BUSINESS “GROW”**

### **A Dallas Seed Sprouts Into An International Success**

**DALLAS, Texas (Date)** – Lisa Clement is not a business guru. Still, the Dallas house-mom deserves some credit for taking a creative idea and turning it into a successful business that has just gone international. Clement’s *Bead Sprouts* are decorative plant hangers that she hand-makes at home when not caring for her two young children. Her business is unique, but her business principles are universal.

“I’m really just an average mom who had a great idea,” says Clement. “I was looking at the hanging plants on my friend’s patio one day and realized that they would be so much more colorful if the hangers were decorated too.”



One year later, her invention has far surpassed her expectations. Today, Bead Sprouts is sold online as well as in nearly a dozen stores across North Texas and the United States. Recently, a major department store chose to sell the product and an international hotel chain agreed to display and sell it in its Caribbean resorts.

“People are surprised when I tell them that I make Bead Sprouts out of my house.” said Clement. “Sometimes I need help from my husband and friends, but I prefer this over a corporate job. I’ve done that before and now I want to be with my family.”



Clement believes strongly in the principles she has used to develop her company. **Here are her tips:**

- **Do something that excites you** (Ex: Gardening and family)
- **Manage your growth** (Don’t sell more than you can produce.)
- **Don’t be afraid to take a risk** (Buy in bulk to reduce overhead.)
- **Invest time** (You have to do some grunt work. Ex: trade shows)
- **Delegate** (Ask friends to help. If possible, hire quick support.)
- **Give Back** (Some proceeds benefit Cure Autism Now.)

Bead Sprouts are currently available at [www.beadsprouts.com](http://www.beadsprouts.com) as well as at Nicholson-Hardie, Jackson’s, Eden’s Organic Garden Center, the Dallas Arboretum and Ruibals in the Dallas Farmers Market.

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