

Libby Martin

My name is Libby Martin and I run a home based custom cupcake and cake business called Libby's Cupcakes Etc. About a year ago when I was considering turning my hobby into a business, I really had no idea where to start. Then, my husband told me about the Small Business Development Center. After a quick call and filling out an online form, I was assigned a professional business consultant and we set up an initial meeting. I honestly felt a little embarrassed to still be in the "thinking about it" phase, however, my consul

tant was very easy to work with. She was patient and informative from the beginning and eventually guided me through the process of setting up an LLC, applying for tax ids, and writing a business plan for the bank. My advisor has also helped me discover ways to help market my business and

how to continue to grow towards someday having a retail space. I had such a wonderful experience with the Small Business Development Center that I recommended them to a friend interested in setting up her homemade baby gifts business. For me, the SBDC made starting a business simple and straight forward allowing me to focus on what I really enjoy; making beautiful and tasty cupcakes!

