

Monday, October 10, 2005

Goal Diggers

By **DORIS BENAVIDES**

The Orange County Register

Owner: Rachel Pusateri

Business mailing address:

Dana Point Showroom: 34118 Pacific Coast Highway, Dana Point, Ca
Los Angeles Showroom: 925 Marine Street, Santa Monica, Ca

Telephone: (310) 399-9176

Web site: www.GoalDiggingDivas.com

Type of business: Designer of empowering and inspirational apparel for women

When opened: Oct. 26, 2004

Describe your business: We communicate our philosophy through our T-shirts. Our tag line is "When you're ready to dig your heels into life, what S.H.O.E.S. (Sisters Helping Others Embrace Success) will you be wearing?" In line with our message, a portion of our proceeds is donated to our designated charity "Women Helping Women" (www.whw.org) in Costa Mesa, California

Where did you get the idea for the business? After a successful 23-year career in the entertainment industry, I resigned my position as general manager of an audio recording studio in Los Angeles and set out to redefine myself. During this time I realized there were so many negative, mean spirited T-shirts out there. At that moment I knew my calling was to make a positive difference. I quickly came up with the company name Goal Diggers as an inspiring alternative to the negative term "gold digger."

How long did it take you to get from idea to open doors? I sold my first T-shirt 10 days after coming up with the idea and concept.

What did you do during that time? I jumped in with both feet! Because I had such a strong sense of what I wanted the business to be, I really knew how to make things happen in a timely manner and within my set budget.

How much did it cost to start the business? \$300

Where did you get the money? Personal savings

Your expected revenue for this year? \$ 1 million

Is this your first business? Yes

Did you write a business plan? Yes. I resisted writing it, but now I view it as my roadmap to success.

Whom did you seek for advice? I tapped into all my business contacts, former co-workers, and networked with people doing what I wanted to do.

How are you marketing yourself? Our Web site, direct marketing to boutiques and participating in trade shows and various charity-sponsored events.

The biggest thing you didn't think of before you started? That I would be a business owner of an apparel line. In order to grow as a person you really have to step out of your comfort zone, listen to your heart and never put a price tag on your integrity. When we realize that the only limitations we have are the ones we put on ourselves, decisions and choices become easier to make. It can't stress enough how important it is to dream BIG. It does not cost you any more and there are certainly no extra calories attached to it.



Rachel Pusateri

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