

# BUSINESS OWNERS' IDEACAFE

"A FUN APPROACH TO SERIOUS BUSINESS!"

## SMALL BIZ TAX CENTER

Small Business Ideas, Grants & Plans to Start & Run a Business:

## BIZ GRANT CENTER

## CYBERSCHMOOZ™

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- ◆ People in Biz - Profiles
- ◆ Coffee Talk with Experts

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## Spotlight on Top Business Owners in Internet & Ecommerce



### AllDivaMedia.com

**Name:** DJ Nelson

**Location:** Novi, MI

**Type of Business:**  
Online Publishing

#### What does your business do?

Online community focused on the unique aspects of womens lives.

#### When and why did you start the biz?

I always knew that I wasn't meant to work for someone else for the rest of my life. When I started off as a freelance writer I felt that would fulfill my need to be independent. However after awhile I began to feel like I owned a job and not a business. At the same time I was planning a wedding and I was curious as to why all the wedding advice sites featured the same old boring tips, customs, and etiquette rules. I decided to do something different and launch a humorous wedding site called Bride Diva. Two weeks later I thought that I should add more sites for women in other life stages so the full network was born.

#### How Many People are in your Company?

I outsource many tasks. I have 5 channel editors.

#### Where's your office?

The loft in my home is my office. It has a Mac, a PC, and a beautiful window seat.

#### What's the toughest part of running your biz?

Sometimes I get side-tracked because I have several other projects under my main corporation.

#### What's the most fun part?

When someone sends me an email, or I read a message board (I have Google Alerts) and someone says how much they love the site. I also love when people tell me that something I've written has changed their life.

#### Anything you would have done differently?

Talk to a mobile marketing specialist.



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When I started I was trying to avoid being too corporate because I wanted to escape Corporate America not become it. Now I see that taking a few tips from the corporate side wouldn't have been a bad idea.

**What's next on the horizon for your biz?**

I always think big. We are growing everyday but I my ultimate goal is to see us join the reigns of the top 5 online womens communities. As for a short term goal, I have two more channels scheduled to launch before the end of the year.

**What advice do you have for others?**

Don't be afraid to be different. Also confidence is key. If you don't believe in yourself then how can you expect anyone else to believe in you?

**How do you use Idea Cafe to help your biz?**

I enjoy reading the stories, advice, and experiences from like-minded entrepreneurs.

**School (where, still in school, degree)?**

Michigan State University, BA, Journalism

**Prior jobs or business?**

You'd laugh if I listed them all.

**Favorite Food?**

Steak

**What are your pets' names?**

Snickers & Reeses

**Do any of these pets help with your biz?**

Snickers is the brains of the operation.

**Is there any one person or event in your life that led you to go into business for yourself?**

I believe that some people were born with an entrepreneur gene. I happen to be one of those people.

**Anyone you publicly want to thank?**

I'd like to thank my dad for giving me the funds every time I said "hey, I have an idea...". I'd like to thank my mom for being my number one word-of-mouth guru. And I'd like to thank my husband for always being supportive and encouraging, especially when I doubted myself.

**Contact Info:**

DJ Nelson

**Website:**

<http://www.AllDivaMedia.com>

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