

## Mompreneur of the Week: Marley Majcher

This Entry "Mompreneur of the Week: Marley Majcher" was written October 26th, 2009 by momstir01, and filed under Uncategorized



When you think of Marley Majcher and see pictures & videos of her magnificent **The Party Goddess!** events, words come to mind such as: ingenious, stunning, remarkable and awe-inspiring. I am constantly dazzled by her ingenuity!

Recently, I ran across video from her amazing construction zone party theme event, which threw me into severe mom entrepreneurial envy. She is truly a talent in all that she does!

Marley is quickly gaining the well-deserved reputation as **The Party Goddess!** to the Stars! Based in Los Angeles, Marley is the mother of three children and a budding business. With all that she accomplishes, Marley Majcher is THE event Mompreneur to watch out for!

**About Marley Majcher:** Marley Majcher is the CEO of **The Party Goddess!**, a nationally acclaimed full service event planning and catering company. Marley has made regular on-air contributions to Fox and Friends program and with appearances on Entertainment Tonight, CBS Morning News in Los Angeles, HGTV, KABC - Los Angeles, E!, The Wedding Channel and MTV, She has been featured in publications such as The Wall Street Journal, Fortune, In Style Weddings, Business Week, Entrepreneur Magazine, The Robb Report, OK! and Us Weekly.

<http://www.HowToBeAPartyGoddess.com>

<http://www.ButAreYouMakingAnyMoney.com>

<http://www.ThePartyGoddess.com>

**Jill:** Can you give us a brief overview of your business?

**Marley:** I have a full service catering and event planning company called **The Party Goddess!** (<http://thepartygoddess.com>) based in Los Angeles. In addition, I teach other budding event planners how to get into the biz - <http://howtobeapartygoddess.com>

**Jill:** What was your inspiration for starting your business?

**Marley:** I got my business degree from Georgetown and I love food and parties so it seemed like a perfect fit. It didn't hurt that my first husband was a chef!

**Jill:** Are you a sole proprietor?

**Marley:** I'm on my own! A California Sub S Corp.

**Jill:** How did you launch it?

**Marley:** I launched The Party Goddess! in 2000 when I re-branded from just a catering company into a full service event planning company.

**Jill:** Did you need capital to launch your business?

**Marley:** Yes I needed capital. I did it the old fashioned way - credit cards, family and savings!

**Jill: How are you getting clients?**

**Marley:** For The Party Goddess! we get tons of publicity because we have an A-List clientele so that keeps us in front of people. We also have a publicist and I do lots of TV stuff. I get clients for HowToBeAPartyGoddess because people hear about me through industry classes and events and our main website. We get PG clients through referrals too.

**Jill: Are you making money?**

**Marley:** Yes, but it's a struggle right now with the economy being so funky. That's why we developed the online platform for HowToBeAPartyGoddess.com so that we can have a different source of revenue and hopefully help people who have lost their jobs but are looking to get into our industry.

**Jill: Do you enjoy doing this business?**

**Marley:** I LOVE my business. I love the creativity, the people, the challenges and the recent growth I've been experiencing (not necessarily dollar wise but business-savvy wise.)

**Jill: How do you balance working with your family life?**

**Marley:** I have zero balance but I've decided that I must like it that way.

**Jill: Do you have any key tips on how to get things done in work while you have your kids?**

**Marley:** Get up before they get up. Set your 6 priorities for the day the night before and have someone watch them for set periods so you can plow through stuff.

**Jill: How do find the time to work efficiently throughout your day?**

**Marley:** I try and set my 6 priorities for the day - my big rocks as Steven Covey calls them before the day even starts so that no matter what I HAVE to get those things done before anything else. I really try and stay off email 24/7 and put my cell phone away during chunks of the day so that I can focus.

**Jill: What is your greatest advice to tell others?**

**Marley:** Plan that you're going to spend 4x the amount of time on it that you think you are, have 3x the amount of start up capital that you think you need, work out of your house and scrap the fancy office and hire virtual assistants instead of employees to save on the taxes.

**Jill: What has been your greatest challenge and how have you overcome it?**

**Marley:** Burnout and cash flow. I have business coaches that help me and I just try and stay very focused and proactive.

