

Powerhouse Entrepreneur Rachael McCrary Dishes Secrets To Success



by **Avery Marx**
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I had the amazing opportunity to speak with Founder of Jewel Toned, Rachael McCrary this week about what it takes to run a successful startup and achieving your personal goals. In 2013, Rachael realized her friends all had one intimate problem in common feeling bad and uncomfortable in their shapewear. A better option didn't exist, so she created Jewel Toned Shapewear (www.shopjeweltoned.com) that isn't quite underwear, and isn't quite outerwear.

In just 2 short years Jewel Toned has gone from just an idea to a company that has grown ten folds and will actually be expanding their product range to further service the needs of their chic clientele.

The collection includes funky stripped biker shorts, body-con bold minis & flirty lace high waisted skirts. The most innovative aspect of this contemporary line is the fact that it comes in several colors ranging from Cobalt Blue, Emerald Green & Cherry Red so you can actually wear your shapewear

Of course starting a company isn't easy and there are always bumps in the road along the way but I got some great tips from Rachael whose perseverance, determination and clear vision all have been the root of her success. See below!



1. You are your biggest cheerleader, so you must be confident and proud of your successes. This attitude will be infectious, and continue to propel you and your team forward.
2. Most people don't realize opportunity because it comes disguised as hard work. Work harder than the competition.
3. Don't give up. Ever. Keep looking ahead and working hard and you'll get there. Its all about being tenacious and if you don't hear the answer you want look elsewhere. If you find yourself at a closed door, go down the hall to an open one!
4. Have the legalities buttoned up, but still trust your gut. Women in general have a strong intuition which you should to your benefit but don't let emotion blind you!

5. Ask yourself if money wasn't involved, is this still my mission on this planet? If yes, then tell everyone all about it and surround yourself with an A-game team. Don't listen to anyone that discourages you.

6. Want it more than you want anything else and people will sense your passion and join your tribe on the way to greatness!

7. By setting sharp, clearly defined goals, you can measure and take pride in the small achievement of those goals along the way which will in turn give you confidence that you can achieve anything!

As the year is ending I challenge you to set new goals for 2015. Whether your goal is to start a company of your own or you have something more short term in mind; goal setting is a powerful process for thinking about your ideal future, and for motivating yourself to turn your vision (whatever it may be) into reality. Rachael is a perfect example of how she found a void in the market and has passionately grown Jewel Toned to be the next big thing.

Jewel Toned (ShopJewelToned.com)

