

Matters

M A G A Z I N E

Be Featured in our Fall Issue

WOMEN IN BUSINESS: SECRET INGREDIENT

What's Your Secret Ingredient?

As a busy entrepreneur, you have a recipe for making your business stand out. You adjust it as needed – mixing it with changing client needs, stirring in shifts from the economy, sprinkling in new technologies, and folding in fresh opportunities as they arise.

But every recipe has one essential element that never changes: the **secret ingredient** that gives your business its distinct flavor and keeps it thriving. Here's your chance to share it with our readers. What is your secret ingredient, and why is it vital to your ongoing success?

Your Profile by Ellen Donker
Headshot by Julia Maloof Verderosa

FALL ISSUE: OUT OCTOBER 10

DEADLINE: SEPTEMBER 19

Please contact your Sales Representative for details
or call 973-763-4900.

Matters Magazine is mailed to every household in
Maplewood and South Orange, and is enthusiastically read by
residents who want to stay in the know about their hometown.

SECRET INGREDIENT
Insight into Children



Avery Swanson
TOY FRIENDS

123 Main Street, Maplewood
973.555.5555 | toyfriends.com

Cooking Time: 12 Years

Serves: kids and their adults

When kids walk into our store we like to watch the expressions on their faces. It's usually a visual wow as they take in everything around them. Then they go to the items they're most interested in: they pick them up, feel them, try them out. Having seen this play out hundreds of times, we understand kid play and make sure we offer the items they like best.

SECRET INGREDIENT
Compassion



Chloe Grant
GRANT SPEECH PATHOLOGY

123 Main Street, Maplewood
973.555.5555 | grantspeech.com

Cooking Time: 14 Years

Serves: Children ages 3+

Parents seek my help when they have concerns about their child's speech development. Maybe their toddler is having trouble expressing themselves or can't imitate words. Perhaps their elementary-age child stutters or has difficult pronouncing specific sounds. I always try to connect with the parent on a human level to gain their trust as I diagnose and treat their child. Demonstrating compassion shows them that I care.

SECRET INGREDIENT
Problem solving



Annie Perez
AP ACCOUNTING

123 Main Street, South Orange
973.555.5555 | apaccounting.com

Cooking Time: 7 Years

Serves: Individuals and businesses

I've always excelled in math and organization, but what most intrigues me is the inner workings of a company. I like interpreting financial data, extracting relevant information and identifying trends in order to effectively analyze a company. This entails a lot of problem solving. The best part is translating complex data into relevant information that enables the business leader to take actionable steps to improve company performance.

SECRET INGREDIENT
Responsiveness

Laurel Sargent
SOMA REAL ESTATE

123 Main Street, Maplewood
973.555.5555 | somarealestate.com

Cooking Time: 9 Years **Serves:** Individuals and businesses

When I work with clients, I quickly learn what their needs are and then move into action. Since situations and opportunities can change on a dime, I'm always responsive. The process can be emotional so I do my best to replace the anxiety with confidence, that given my knowledge of the market and their situation, everything will work out in the best possible way.



SECRET INGREDIENT
Great Listener

Sophia Huntley
EVERYTHING IN ITS PLACE

123 Main Street, South Orange
973.555.5555 | everythinginitsplace.com

Cooking Time: 16 Years **Serves:** Adults

As a professional organizer, I naturally gravitate towards keeping things neat and tidy. While I bring that skill to my clients, much of this business is about listening well with no judgment. My clients are often anxious or overwhelmed by their clutter so I try to be that calm voice that works with them to devise and work on solutions that they can maintain. They get a sense of ownership of the process and control where they once felt anxiety.



SECRET INGREDIENT
Adaptability

Janine Cole
THE MAT

123 Main Street, Maplewood
973.555.5555 | themat.com

Cooking Time: 6 Years **Serves:** Adults

At The Mat, we accommodate whoever walks in the door, making sure they feel welcome. All of our instructors have a strong understanding of yoga and can support students at different levels. This adaptability is critical so that participants feel like they are met with the instruction they need and the chance to learn lessons that translate to the real world.



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WOMEN IN BUSINESS SPACE RESERVATION CONTRACT

BUSINESS NAME: _____ YOUR NAME: _____

ADDRESS: _____

PHONE/CELL _____ EMAIL _____

WEBSITE _____ SALES REP _____

I'd like to be featured in Women in Business 2025

SECRET INGREDIENT

in the Fall Issue – out October 10

\$495: editorial feature

DEADLINE FOR INCLUSION: SEPTEMBER 20

**PHOTO SHOOT AND INTERVIEW WILL BE SCHEDULED FROM SEPTEMBER 12-24
via signup genius once you contract with Matters Magazine.**

***Matters Magazine will choose the image used in feature. Digital files not included.
After the shoot you may purchase your images from Julia Maloof Verderosa.**

Payment for promotional feature are required to be made in advance of publication
unless you have established 30-day credit terms with Matters Magazine.

SIGNATURE REPRESENTS APPROVAL OF THE ABOVE COST.

Client Signature

Date