

The logo for 'Princess Tea Party Business' features the word 'PRINCESS' in a bold, pink, serif font with a small crown icon above the letter 'C'. To the right, 'Tea' is written in a pink, cursive script. Below 'PRINCESS', 'Party' is written in a larger, pink, cursive script. To the right of 'Party', 'BUSINESS' is written in a bold, pink, serif font.

# PRINCESS Tea Party BUSINESS

## How I Started My Own Business

This is the story of a mother of three who turned her passion for kids into a smart business idea that brought extra income and quickly became a love of her life.

**But all money aside, the best part of her business was the amount of quality time it allowed Lisa to spend with her family over the years.**

Here goes...

When I was younger and raising a family, my life was much like yours today. I had high hopes and dreams of being there for all of the kids' milestones as they grew up.

How would I do that? Working a regular job, I was falling behind and daily life never waited patiently for me to catch up.

**I was a mom starting to have real doubts about balancing a corporate 9-5 with managing a young household. Sound familiar?**

In reality, I wasn't so concerned about my ability to handle the juggling act. Somehow you manage. The doubts came from a deep desire to be there for the kids, especially when they didn't feel well, or with zero notice when they really wanted me to show up in their classroom to see them achieve something really big! There's good and bad with any situation, but, in looking down the road, it was easy to see that as they got older and more active this was only going to grow more difficult.

**My anxiety became much too real as it dawned on me that if things kept on this way I could actually miss out on the kids growing up.**

The thought of showing up when it was too late was something I couldn't handle. I wanted to be involved because I believed then as I do now, that if you did a poor job of raising your kids, nothing else matters.

Managing their social media is challenging enough. You can't let it replace you.

**But we needed a second income. I needed the ideal work situation.**

We were hoping I could find something to bring in an extra \$20,000 a year. With my work experience, that was definitely realistic. Most things come with a few strings attached, especially when it means answering to somebody's beck and call. I wasn't convinced I could find that ideal situation working for someone.

### **A Mom Owned Business**

**I decided that the best way to have the income and flexibility we needed was to jump in with both feet and become a mom in business, setting my own schedule and making decisions with family at the center of my life.**

We didn't have a lot of money to risk and, truth be told, I didn't want to completely reinvent the wheel. I was just bound and determined to do it better.

**I discovered what turned out to be the best business idea ever for moms and women who love children. Organizing weekend Princess Tea Parties.**

In plugging into an enormous \$38 Billion party industry, my job in this niche is to help a little girl's princess dream come true. Pure and simple. What makes it wonderful is that we share the same dream. Having daughters of my own, I knew this was a winning concept. What I didn't know was that it would become the joy of my working life and mean so much to my family's well-being.

**Weekend Princess Tea Parties and Helping Kids with their Social Skills turned passion into opportunity, an idea into reality.**

My first store opened after about a year of preparation with a \$12,000 investment.

**Not much when you consider the looming cost of day care or buying into a franchise.**

I'd never had so much fun, searching through second-hand stores and antique shops for princess dresses and the unique fixtures and decorative pieces I had in mind. It was a tip-off for the good times that were yet to come.



Every business has its rhythm in terms of attracting and satisfying customers, so I did the work and made some mistakes but found what worked with finding good deals on supplies and costumes, advertising, which party packages to offer, what food to serve, when to hire help, etc.

**There was no one there to mentor me in business or a guide to follow to avoid the pitfalls. I figured it out as I went along, but in looking back, I really wish I'd had that guide.**

It would have saved some frustration not to mention money and time.

Being in Honolulu, we asked a Hawaiian “Kahu” to bless our modest space before opening our doors. It covered me with such a warm feeling of safety and protection which has never left.

I admit I was nervous when my first party of eight little 5-year olds and their moms came bursting through my door with soaring expectations. This was it.

I'd either be the talk of their kindergarten class (not to mention Starbucks) or, I would go the way of your average backyard clown.

I must have nailed it because word spread quickly about this great new children's party place in town. **My bookings began to stabilize and our investment was returned within the first 18 months.**

I'm still in the same location and have never looked back. **That was nearly two decades ago.**

Since then, we've made over **5,000 little princess dreams come true** and generated more than \$2,000,000 in total revenue from a weekend business! I'm not suggesting you'll become a millionaire from a weekend Princess Tea Party business, but you can see that a \$12,000 investment has turned into much more than ever expected.

### **Life is So Much More Fun When You Succeed**

**I believe that when your thoughts and desires are in sync it is a sure way to reach where you want to be in life.**

Our kids have graduated college now and I've been there for each milestone moment in their lives. Knock on wood, they are good kids. Adults, excuse me.

The weekend Tea Party business has been rock solid when the earth felt like it was shifting every which way beneath our feet. Running princess tea parties is not immune to hard times, but much less so.

### **And I'll tell you why.**

Birthdays happen once a year, and, like birds in spring, they faithfully return.

Parents have only one short window of time with their kids and want to give them unique experiences and make them happy.

The beauty of this small business is that every day is someone's birthday and all their little friends want to celebrate with them.

**I have learned that most young girls between the ages of 4 and 9 want to be princesses, and, their parents are only too happy to try and make that dream come true.**

It makes the role of my business all the more valuable.

### **We provide what everyone wants. The girls, their parents, and me. Win! Win! Win!**

Over the years, I have added services and additional revenue streams such as Children's Etiquette and Social Skills training and a re-fashioned clothing boutique making the business even more lucrative.

**What I did was turn a Business idea for Women into reality. Running a small weekend business to create time for family makes so much sense.** Now that I have been doing that very thing for nearly 20 years, it's time to show moms everywhere how they, too, can earn extra income and win back their time so they can spend it with their families.

My experience from doing all the groundwork, making lots of mistakes, while remaining persistent, has allowed me to create a Weekend Tea Party Business in a Box to help other moms duplicate this easy and affordable way to earn extra income and spend quality time with their kids.

I created the Princess Tea Party Business in a Box for one reason, because so many of my customers wanted a fast, efficient, and cost-effective way to start a side business for themselves, or, to add sources of income to their existing businesses without a lot of fuss.

Moms all across the world are often looking for a **viable work-at-home or small outside business that allows them to earn extra income and have quality time to spend with their families.**

The information in these guides and the Business in a Box makes it easier, faster, and much less expensive for you to start a side business because everything you need is found in one place instead of having to slave away all over the internet looking for it.

The Box comes with a 58 page “How to Start a Princess Tea Party Business” Guide and Become a Children’s Etiquette Instruction Handbook as well as digital templates to quickly have a web presence and collateral materials to market your services.

**These Guides and the Business in Box will help you:**

- Eliminate spending hours and days all over the internet, by providing all the ingredients for a Princess Tea Party business in one place
- Get started confidently in a timely and cost-efficient manner
- Learn my best practices to organize and execute perfect Princess Tea Parties every time
  - Complete a simple business plan and operating budget
  - Choose your niche and optimize your revenues

The business I started from scratch almost 20 years ago has been a blessing in more ways than I can count.

Now, I am showing other women how to gain balance, flexibility and income in their lives.

To Your Success!



Lisa Zakar is a wife and mother of 3. She is the owner of Lisa Rose, a popular Princess Tea Party venue. She has a 18 year track record in the Princess Tea Party business. Lisa had a 10 year history in higher end retail with Nordstrom before launching her business. Lisa Rose is an award winning party venue with Best of Honolulu/children’s

parties/Honolulu Magazine, and, Winner of Best Children's Parties/Island Parent Magazine. Lisa