

Business Spotlight

October 2015

Hope Holman is the Founder of Hope4myteen, LLC in Suffolk, VA. She is a retired Navy Firefighter and recent Master of Social Work Honor Grad of Saint Leo University. Her passion in life has always been serving the needs of others. Hope indicates that her business was birthed out of a need that she had when she was teaching her 3 teenagers to drive. As a new driver, mistakes were inevitable; which led to tailgating, lots of honking, and getting cut off by other drivers. Hope realized that other motorists were unaware of her teen's inexperience. She noted that car crashes are #1 killer of teens mainly due to their inexperience; therefore, minimizing their risk during the "learning process" is crucial. It became her mission to find a way other terrified and nerve-wrecked parents could safely navigate the roads with a peace of mind as their teen learned to drive. Her business provides training solutions for parents of new teen drivers. Her products include reusable, removable TEEN DRIVER magnetic car signs, or TEEN DRIVER window flags which alert other motorists and encourage them to be more patient and cautious. Parents are able to increase their safety and reduce stress while teaching their teen to drive.



LAUNCH helped Hope with her business by "being provided with a wealth of resources and very supportive staff. Prior to LAUNCH, I had been cultivating my business idea for 5 years. With the help of LAUNCH, I was able to gain confidence to open my E-Commerce doors. In a nutshell, LAUNCH helped me do just that...LAUNCH! I am eternally grateful!"

The toughest obstacle in starting her business was "I was my biggest challenge. I wrestled with feelings of inadequacy, often wondering if I had what it took to 'pull this off.' I began reading self-help books and scriptures in the Bible as my daily affirmations. I also have a great support system in my husband, extended family, and friends to support this dream in my heart."

Hope's advice for someone starting a business "is to work for a cause greater than yourself and to connect your success to service! When you attach your purpose to serving a multitude it forces you to stay committed to the dream inside of you. There will be days when you will feel like throwing in the towel. You'll ask yourself "Why am I doing this?" Be sure you know what your WHY is. A "WHY" that's near and dear to my heart is Elder's House, a Group Home sponsored by The Mount Chesapeake that will provide housing for 22 At-Risk children. It is currently under construction in Chesapeake, Virginia. A portion of Hope4myteen's proceeds will fund the Elder's House project."



Visit Hope4myteen, LLC at:

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