



Women in Business Networking



Interview with Debbie Teeters, Joli Boutique, Centerville, OH



WiBN: Tell us about your business

Debbie: Joli is an eclectic, European style boutique offering a varying selection of cutting edge apparel, jewelry, accessories and handbags; as well as unique gift items you won't find anywhere else in the area. Our target audience varies from 17 to 97 with everyone in between, we offer a bit of something for everyone.

WiBN: How long have you been in business?

Debbie: Nine Years

WiBN: What did you do before Joli Boutique?

Debbie: I worked in television, as the Assistant to the Vice President & General Manager of local television station for 18 years.

WiBN: What or who has been your greatest influence in business and why?

Debbie: I would have to say my greatest influence was the Vice President/General Manager of the television station. I learned savvy business practice, how to genuinely appreciate both my clients and employees, how to run and market a solid business while at the same time, always giving back to my patrons and community.

WiBN: What would you say is your greatest professional accomplishment to date?

Debbie: Creating Joli Boutique and spearheading the Heart of Centerville business group.

WiBN: What's the best advice you have received as a business woman that you wish to pass on to our readers?

Debbie: The Golden Rule...ALWAYS do unto others as you want others to do unto you~

WiBN: What has been the most effective marketing initiatives or programs you have used to promote the Joli Boutique?

Debbie: I have used many creative marketing techniques and have built a reputation for my unique marketing and promotions. When we celebrated our grand opening I gave away a trip for two to Maui, Hawaii, as well as silver Joli shopping bag key chains for everyone who signed up for our mailing list.. we had 1,000 names on our list right off the bat. Initially, I travelled to Paris twice a year to buy the latest fashions for the shop; we built our reputation of offering "tomorrow's fashions – today!" We have celebrated February 12th, Abraham Lincoln's Birthday, for the past nine years with a special Joli Celebration Sale, as our Joli location was the family home of Abe's cousin, Nathan Lincoln, built in the early 1800's and which was indeed visited by Abe.

WiBN: What do you do for fun/relaxation?

Debbie: Travel, read, spend time with family friends and especially enjoy my grandchildren.

WiBN: What Is number one business goal you plan to accomplish over the next year?

Debbie: We always work to keep our current customers happy, while reaching out to new audience. I plan to devote the next year to gain & retain clients by creatively promoting Joli Boutique via social media.

WiBN: How can our readers connect with you online?

Debbie: Facebook Joli Boutique, Debbie Deardoff-Teeters, Heart of Centerville; Linked In; e-mail joliboutique@aol.com