

## Jennifer Gault-Varner's Story

Written by Angela Newman

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Jennifer Gault-Varner is the owner of Pure-Ecommerce.com, a business that sells turn-key websites marketed primarily to busy moms looking for extra income and women interested in tapping into their entrepreneurial spirit. Jennifer has been an entrepreneur for as long as she can remember. When she was a very little girl, her first line of business was gathering rocks and decorating them to sell to her neighbors. Throughout her childhood she held numerous garage sales, offered lawn mowing services for a fee, babysitting services and while going to college had a cleaning service to help with expenses.

But as it is for many of us, life's experiences can change our focus and our views; some forever and some for a short detour depending on the impact it has on us. Just ten short years ago when Jennifer was 25 years old and three weeks after returning from her honeymoon; they were given the devastating news that her husband, just 30 years old had Stage 3 colon cancer. The doctors told them the likelihood of having any children would be very slim, but one week prior to starting his chemo treatments, they found out Jennifer was pregnant. As you can imagine, they were elated about the news but he was not out of danger. She cherished every moment of her pregnancy while supporting her husband through his chemo treatments.

Jennifer's background is teaching children with special needs but going through these life changing experiences, she found her career heading in another direction. Reflecting back she remembers, *"My husband's cancer definitely set me upon a very different career path, and I now work as an e-commerce consultant and build turnkey businesses."* The first online business she started during her pregnancy was Bella Blu Maternity.com. The first month of business brought in \$7,000 in sales and exactly one year later; sales were topping \$100,000 a month. Pretty impressive!

She didn't have anyone to teach her what to do or how to run an on-line business, but being an entrepreneur Jennifer taught herself and admits to making a lot of mistakes along the

way. *"My first online business grew fast and furiously. I had to stop and take the time to really educate myself as to the ins and outs of running an online business. In fact, at one point I almost lost the business but in the end I recovered and succeeded beyond my wildest expectations."*

With the knowledge and expertise she gained through running this online business, Jennifer came up with another idea for a business which she currently runs. She realized that women, who may want to spend time with their children and need flexibility in working, could run an online business from home but may simply lack the knowledge of what to do or how to do it. So she decided to sell her maternity business and start a new endeavor called Pure-Ecommerce.com. With her creative mind of coming up with business ideas, she essentially creates a complete 'business in-a-box' for purchase. Once the client chooses an online business, Jennifer mentors them all the way. *"I take the client through a detailed consulting process teaching them every aspect of setting up, running, and then growing their online business. I mentor others every day. That is what Pure-Ecommerce.com is all about. We mentor our clients through every aspect of setting up, running, and then growing their business. I am honored to be a part of life changing moments."*

Jennifer has learned that life is short, has its challenges but also has its rewards. *"I learned that anything is possible with faith and hard work. I know that anything is possible. Part of the battle is determining exactly what you want. Once you know, create a plan and start working towards it."* Truly words of wisdom from someone who has walked down that path before!

Today Jennifer and her husband, along with their three children, share in the responsibilities of the business and the household. In fact, two of her kids; Ireland who is six years old and Noe who is eight, both have their own online web businesses. Jennifer says with their own sites, she *"is teaching them at an early age the value of money and hard work and of course the power of ruling their life and owning their own business."*

With all the lessons learned over the years from running her businesses and facing personal difficulties, her advice to women is *"Don't give up when the going gets tough -- and it will get tough. I see my clients over and over want to give up after they don't see an immediate surge in sales. In today's economy expect slow but manageable growth. Be prepared to go the long haul. When things get tough or overwhelming step back and breath and then move*

*forward harder and fiercer than you did before. Success is earned through hard work. Don't be scared to actually succeed."*

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You can visit Jennifer's business at [www.pure-ecommerce.com](http://www.pure-ecommerce.com) or contact her through her PR Representative, Jill Dykes at [jdykes@crossroadspr.com](mailto:jdykes@crossroadspr.com).