

## Jennifer's Success Story



Wife and mom of three, Jennifer Gomez, is on a mission to bring fun into learning.

School was never fun for Jennifer. She was born and raised, for the most part, in Northern Virginia to Guatemalan parents. After spending a couple of early years in Guatemala, Jennifer was held back a grade because of her English reading skills. 'I was devastated,' she remembers.

Her interest in early learning solidified with motherhood. Jennifer decided to become a stay-at-home mom after the birth of her first daughter.

Jennifer never envisioned starting a business, but when her husband unexpectedly lost his job, she was determined to contribute financially while maintaining her presence at home. 'That's when I came up with the idea of making sensory kits,' she explains. 'The thought just came from my head. And I don't even think it was my thought. It was angels, really. It clicked.'

Sensory kits are curated boxes filled with various materials and textures that provide children with a unique avenue for exploration and engagement. Kids use their hands and imaginations to explore sensations, textures, interactions, and sounds.

Jennifer registered her business, Evergrowing Explorers, at the beginning of the year and prepared to launch her business without much structure or a plan. She explains, 'It wasn't until a friend told me about the Empowered Women International, their

Entrepreneur Training for Success (ETS) program was perfect for Jennifer. It gave her all the information she needed to get started. In her words, ETS 'gets you ready to launch a business in a short amount of time.' She learned more about branding, marketing, and budgeting.

Jennifer highlights the financial training, saying, 'The most valuable part for me was the budgeting – the finances. That's something I had no idea about, and it went into great depths. We had three sessions, so nine hours, of learning about finances.' These newfound financial skills not only benefit her business but also her personal life.

Evergrowing Explorers soft-launched to friends and family during the ETS program in May of 2023. Getting live feedback from her trainer, mentor, and cohort was invaluable.

For Jennifer, ETS was more than just training; it is a community.

'I can't thank the EWI program enough. This is a life-changing experience and such a loving community. Everyone in the cohort was fabulous. Everyone was there to elevate themselves and build something. You get so inspired by the group of girls that you find another level of strength in yourself.'

Learning needs to be fun! And Jennifer had fun learning entrepreneurial skills with local women and cultivated her business.

Jennifer is working on launching more sensory boxes and further developing her product. She plans to host live sensory box events in the community to share her mission with parents and educators alike."

