

Cole Imperi's Story

Written by Angela Newman

"I started out in my career field when I was 16; I just didn't know it at the time. I was a skinny, bubbly 16-year-old following her crush, (who was also the soon-to-be Editor-in-Chief of the school newspaper), to Journalism camp. Journalism camp was so much fun; I have wonderful memories of it. It was there that I was first exposed to design, advertising, typography and writing; all at once. My career is in Graphic Design today; but specifically branding and identity. To brand a company is really and truly a gift; it's 'higher level' graphic design, in my opinion. If I hadn't gone to journalism camp when I was 16, I don't think I would have found my talent", said Cole Imperi, owner of Doth Brands.

Cole continued to develop her talent in college with a focus in journalism from the University of Cincinnati. Her education also exposed her to radio and best of all; she met her husband who today owns his own production company. Before owning her own business, Doth Brands, Cole worked full time in the marketing field for a large organization; a job she absolutely loved and has wonderful memories of. However, she recalls times when she was treated differently than others; not because she was a woman, but because she was younger than many of her peers. Cole says, *"I still notice issues with my age today; but only in first impressions. Once someone gets to know me and talk with me, it's no longer an issue. I become a peer."*

Accomplishments such as graduating from college, owning a business and climbing one's career ladder are feats any woman should be proud of. Sometimes the smaller achievements can have a similar or even greater impact on our behavior or view on life. When Cole was a teenager she had one of those life changing moments when she received an award that even today means so much to her. *"It was called the Golden Galaxy Award."* (an award given to finalists in the journalism category) *"I still have the giant plastic star award in my vanity. It was the first time I felt like I had done something; the first time I felt 'qualified' and that little award gave me permission to be confident in myself. I think teenage girls don't feel*

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‘qualified’ ‘confident’ or ‘proud’ very often and my chance to feel those things so young directly impacted me later in life.”

Since then, Cole has come to realize so much more. What has driven her to success is her belief in having a business plan for everything. One of her favorite quotes is ‘Time expands to fill the time allotted for it.’ She says, *“If I have seven days to complete a project for a client, then it’s going to take me seven days. If I have five hours to complete a project for a client, then it’s going to take me five hours. Goals are important.”*

But it takes more than just setting goals to be successful as Cole well knows. She believes the successful entrepreneur must be smart, have a little luck from time to time and must have consistent motivation. These same principles hold true whether you are a business owner or climbing the corporate career ladder.

When she is not operating Doth Brands, she is running a charitable website called Golden Shoes (www.goldenshoes.org) that she launched earlier this year. You’ll need to visit the site to find out where its name originated from. It’s a site to educate women about PCOS. Poly Cystic Ovarian Syndrome is a disease that affects only 10% of the female population. When you visit the site you will learn why this is so close to Cole’s heart; it is a must read for every woman.

Over the next several years, Cole plans to grow Doth Brands to a larger and better organization and naturally, she plans on doing it by following her business plan. Her advice for women climbing their pink ladder:

1. Make a list of everything you want from a pair of new jeans to planning for retirement.
2. Make a business plan for your life.
3. Purchase a financial program such as Quicken; after all *“A woman who is not afraid of her money is hot.”*

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Cole Imperi can be reached at [www.DothBrands.com](http://www.DothBrands.com)