

# HOME IS WHERE THE HEART IS – AND SUCCESS

Discover how building a community and holding strong personal values can be leveraged to build a better business.

## INTRO

**MaRissa Thatcher** is a millennial entrepreneur that has brought a new perspective to the business world. In a classically Midwestern sense, MaRissa has put emotion at the forefront of her business, and it has paid off in every step. At 29 she has her own business, loves to garden, loves her dog, and most of all, loves people. This love of people has allowed her to make business decisions based on logic but also the inherent desire to uplift those around her. And that is a story worth telling. A story where bottom lines and success isn't based on just dollar signs and the need to be "the best." A story where sticking to your roots creates a network of strong relationships, and thus success, without having to give up personal values.



***"I love to talk to people and get to know them, figure out why they are the way they are, and try to get to know people in a way that helps them to see that, you know, we're all here for different reasons."***

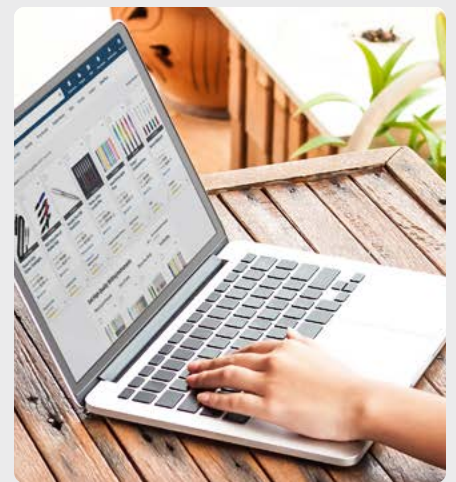


MaRissa attended college in Northeast Indiana, following her grandfather's footsteps. It was there where she graduated with a business administration degree and landed an HR position. It was through HR that she connected with a seasoned promotional products professional and discovered the possibilities of the industry. From there, All Occasions Promo was created.

## ORGANIZATION IS THE ANSWER

***"Allocate a certain day of the week to my certain responsibilities."***

Finding immense success by the age of 29 is not something that is done overnight or on a whim. MaRissa mentions that staying organized during the week is the easiest and most efficient way for her business to run smoothly. She takes two days a week to prospect new customers, one to two days of new customer sourcing and the last day or two is used for order administration – organization that has clearly paid off. She credits working from home as well. Being able to take a laptop and work anywhere is a great way to stay on top of things while enjoying life.



## BRING THE FUN TO WORK

MaRissa found that bringing personal joy into work is something that keeps her going and is generally just a good marketing and business-building tactic. Using her powerful social skills has allowed her to take a break from the sometimes mundane feeling of sitting at a laptop or working from home. It allowed her to still get business done while getting to try new restaurants or food with new and seasoned business relationships – fun and successful.

***"I might go take lunch to a customer or take a customer out to lunch, which is so fun because I'm so social and I just love getting into people's careers and learning about their specific needs."***

# THERE'S SPACE FOR EVERYONE



**If you like working with people, then you can be on the sales side.**



**If you enjoy graphic design, then you can develop logos and different marketing materials digitally.**



**If you are good working with money and accounting and procuring different business loans and those types of things, then there is for sure a position for you within promotional products.**

MaRissa is no stranger to holding a variety of different skills for different things. She graduated college with a business admin degree, went into HR after graduating and more recently set out to learning and mastering Adobe Illustrator. With each job experience and new skill obtained, MaRissa discovered that it somehow could be worked into the promotional products industry. It laid a foundation for her business and diversified her personal knowledge and skill sets. With that being said, she has seen the possibilities for everyone and every skill set in the industry.

*"So that's why I love promo products. Everything is always changing."*

## ESP+ IS THE KEY TO STRONG RELATIONSHIPS

MaRissa attributes some of her success to ASI® and our ESP+ features. ESP+ allowed her to increase her January 2024 markup by roughly 9%, using the price listing setting and viewing options. She has made it a mission to exclusively use USA-made products – and more specifically from the Midwest when possible. MaRissa also attended ASI Show® Orlando 2024, where she discovered just how far the promotional products industry could reach. She discovered new products and marketing tactics she had never even considered.

*"...That's how All Occasion Promos came to be, because I am very confident that no matter the event, situation or company, what they produce or the service they offer, I will be able to source a solution for their specific need."*

**Over 1.2 million products in ESP+.**



**Nearly 3,000 suppliers.**



**Endless promo ideas.**



## PEOPLE HELP THE PEOPLE

When you look at MaRissa's story, one thing is clear: a person's personal values can be translated and even emphasized within the promotional products industry. MaRissa was born and raised in the Midwest and lives in Columbus City to this day. As mentioned above, she has made it a goal to uplift other Midwesterners through her product sourcing. Furthermore, she says, "All I want to do is relate to people and help them."

She does this with every business lunch, curated product sourcing and relationship she makes.

At just 29 years old, MaRissa has made the promotional products industry into what she wants to see in the world. An industry that uplifts, helps and succeeds together.



**Explore the ASI membership benefits MaRissa talked about and more.**

**Explore Now**