

MAXENE MULFORD

Owner: Uniquely U.
Stamford, CT



“ It’s really great to have this kind of networking connection with other people who are doing similar things. It eliminates the feelings of isolation that you’re the only one struggling with business concerns.”

- Maxene Mulford

After helping a neighbor write a college application essay that won over Princeton admissions officers, Maxene Mulford knew she had a business opportunity in the works. Maxene quickly came up with the concept of Uniquely U, a service that primarily helps not just with college essays, but all types of applications. Maxene knew she had the start of a great business, but looked for guidance about how to expand.



First enrolling in FastTrac® on her own, and then later taking a Hands-on-Finance seminar with her husband, Maxene learned how to create a formal accounting program, as well as a focused methodology by which to expand. Financially, she had her best year yet last year and finds herself “employing” her husband for help with bookkeeping and billing.

As a member of Facebook.com and copy-editor for WBDC publications, Maxene has new marketing campaigns in action. As she tells her clients “Find your narrative, shape your future!”

www.uuessay.com

