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Chic Interview: Lindsay Roberts, owner of the Gift Insider 5.2.1

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Lindsay Roberts, owner of [The Gift Insider](#), tells us how she got her start. (Just in time for Mom's Day!)



Why did you decide to work for yourself?

I have always felt strongly about finding a career I enjoyed doing everyday. I've watched my parents turn their passions into successful careers and it's really been something that always stuck with me. I had been working as an assistant for a magazine for about a year when I started The Gift Insider. I went to my 9-5 and then couldn't wait to come home and spend countless hours working on my website. I liked my job, but I LOVED every minute that I spent working on The Gift Insider. I started getting TV gigs, my stats started rising and people were responding really well to the idea. Who doesn't need a little help finding cool gifts, right? I turned my blog into a full fledge website and really tried to focus on making it as easy as possible for people to find gifts for exactly who they were looking for.

I love being able to do something creative and totally my own, I love being able to teach myself the basics of so many different fields and actually put them to use. I was slowly teaching myself all about PR, marketing, writing, web design, broadcasting, sales, etc. I knew it was a big risk to leave my job and go out on my own, but I figured I might as well go for it when I'm young and motivated and really believed in what I was doing.

Where were you in your life when your business began to take off? (ie: Where were you working/living, etc)

I was 24 years old, two years out of college and working as an assistant in the ad sales department of Good Housekeeping Magazine when things really took off. After I left Good Housekeeping I devoted all my efforts and countless hours on The Gift Insider and branding myself as the go-to gift expert. I started working with a design company and turned my blog into an easy to navigate website, and that's when things really took off. I started out doing regular TV spots for Fox 2 News in Metro Detroit (where I grew up) but then started getting regular gigs in Chicago, St Louis, Denver and LA. In the first year of The Gift Insider I have done appearances on local stations on all the major networks, NBC, CBS, ABC and FOX. I'm hoping this is just the beginning of even bigger things to come, fingers crossed for the Today Show one day!

Tell us what makes The Gift Insider different.

We're all about making life easy for our users. And we try to get at you across all types of media - thegiftinsider.com, our TV segments, radio spots, magazine columns and we're obsessed with social media. We scour boutiques, magazines and the web to give you an insider's look at the best, newest, coolest, most unique, most romantic, most perfect gifts for any occasion - so that our

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readers don't have to. At The Gift Insider, we don't actually sell the products we review, we just scope them out and try to make it as easy as possible for you to find exactly what you're looking for. And we have tons of exclusive discount codes and free stuff to win in our sweepstakes.

Now that you've gotten your business off the ground, what do you wish you would've known before you got started?

You can't do it all. When you have a vision and are so passionate about something, it's really hard to let other people in and help, but you need to if you are going to stay sane, have a life and not get burned out. Outsource, take your friends up on their offers to help, pay for programs that do some of the little work for you.

What advice can you give to other Chic CEO's to help them on their entrepreneurial journey?

Just do it! It sounds so cliché, but if you enjoy doing something you'll be so much better at it than if you just follow the path you are headed on. Believe me, I never would have guessed I'd have a career as a gift-expert, or that I'd start my own business, or that I'd be able to make money doing something I enjoyed so much. With the web, there are so many opportunities out there and ways to turn whatever you are passionate about into a career. Start playing around and see what niches you can tap into. You could end up being asked to be a "Chic CEO" sooner than you think.

Check out The Gift Insider at www.thegiftinsider.com

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