

BETTER BUSINESS BUREAU SERVING WISCONSIN

**Torch Award**  
**For Business Ethics & Integrity**  
**2004**

# Personally For You Invitations and Accessories

BY ELIZABETH GELDERMANN, of SBT

After moving her business, Personally For You Invitations & Accessories, from Milwaukee to Madison in 2001, sole-owner and sole-employee Marjie Gibson created a Web site for her company and doubled her business.

for what your guests expect for that day.” Gibson said she tells all of her customers to sit back and leave the panicking to her. Personally For You is just that, she said. Gibson helps customers sort through wording, fonts, colors and paper stocks. If customers already know exactly what they want, Gibson will simply fill out the order form.

paying for the wedding anymore,” Gibson said. “It is very important that I meet a couple’s budget to the best of my ability. It is about integrity. I don’t want any cus-

**LOCATION:** 59 Settler Hill Circle, Madison

**TRADE:** Personalized invitations, stationery, announcements, cards and accessories

**FOUNDED:** 1995

**EMPLOYEES:** 1



**INVITING SUCCESS** Marjie Gibson says she is not happy unless her customer is happy.

Gibson said couples and individual customers enjoy doing business with her, whether face-to-face or over the phone, because she prides herself on personal service.

“Ordering invitations is a big deal,” Gibson said. “The invitation sets the tone

“I have a certain way that I like to take care of my customers, and I am not sure anyone else could handle situations the same way,” Gibson said. “If I open a storefront, I would have a tremendous amount of overhead and would not be able to give customers the additional discounts I can by working from home.”

The standard discount that Gibson can offer is 25 percent off of retail prices, but she adjusts the discounts according to particular needs of the customer. Gibson has given additional discounts in situations where the printer or the postal service made a mistake, or if a couple really wanted an invitation that fell just outside of their budget.

“Planning a wedding is extremely expensive. Couples are getting married at older ages, and parents are not always

tomor losing sleep over how much he or she is spending on invitations.”

Gibson said she makes sure her customers are happy with both the invitations and the service provided by following her own standard of ethics. If something is promised to a customer on a certain day, it will be there. And if it is not, the customer will be compensated.

“Until my customer is 110 percent happy, I am not happy,” Gibson said. “That is what is important to me, and if it means that sometimes I may not make a sale, then that is OK. I did not go into selling invitations with the goal to become a millionaire. I did it to provide a service where couples or corporations don’t have to spend an arm and a leg to invite people to an important event.”

