

Jump In: One Entrepreneur's Advice

Abby Rakus, a 2014 alumna of All Saints Academy, always knew two things. She enjoyed working with children, and she had a creative side. Now, nine years later, Abby has utilized both strengths to carve out a bright future.

After graduating from Catholic Central, Abby chose to continue her education at Hope College. Why Hope?



“Well,” began Abby, “because it was close enough to home, but at the same time, far enough away. The cute and quaint campus was only a seven minute drive from the beach. I was impressed by the rigorous academics and the small size/ability to do research as an undergrad, and I felt I could grow in my Christian faith amidst the welcoming and friendly community I experienced through campus visits.”

So Hope it was, and it was there Abby earned a Bachelor of Arts

in Psychology.

Did Abby ever think she would use her creative side to venture into the world of small business? No. And yes.

“I’ve always had some sort of creative outlet, whether it be learning to decorate cakes in a middle school elective, making ribbon hair bows for my high school softball team, or painting canvases in college. At one point I thought, why not start a side hustle making things?”

Her inspiration came from working as an ER nurse tech at DeVos Children’s Hospital. Abby decided to make and sell baby top-knot hats, ribbon tag blankets, baby bibs, and matching baby and women’s turban twist headbands. With that thought, The Darling Daisy Company (<https://www.etsy.com/shop/TheDarlingDaisyCo>) was born.

It took off. Within her business, Abby is most proud of how intentional she is with the materials she uses and the thought she puts into coordinating the fabric and ribbon for the blankets. She is also proud of how well she’s done since starting the Darling Daisy Company in March of last year. She really enjoys vending at markets and meeting so many new people through her business.

What advice might she have for others who toy with the idea of beginning a small business, and what has she learned about herself through the process?

“Just do it. You’ll never know what might come of it and the

joy it will bring to your life unless you try. Jump in. I’m glad I did, and I’ve learned I can do whatever I put my mind to.”

Abby’s next steps include graduate school in Australia at the end of April. There she intends to earn her Masters in Occupational Therapy while she continues to grow her business.

You can find Abby on Instagram: [thedarlingdaisycos_](#) & Facebook: The Darling Daisy Co.

