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## Q&A from the Corner Office

### *Keeping tabs on your website*

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**K**risti Stangeland, co-author of “Effective Websites for Small Businesses” and founder of Mustang Web Designs in White Plains, took a few minutes to chat about her new book at a recent launch party. Whether your small business operates a Facebook fan page or not, Stangeland noted the importance of keeping your company’s name out there.



Kristi Stangeland

*You did a 360 and went from banking to web design. How did this come to fruition?*

**Stangeland:** “My parents have both been entrepreneurs so I had seen that framework and always wanted to be an entrepreneur. But I was a CPA and the thought of being a CPA as an entrepreneur was not that interesting to me. When I worked at JPMorgan Chase, I did a lot of software and systems liaison work and that was always my natural talent. I really felt like

I could take that and just be able to convert it into helping somebody build a business through a website.”

*Small-business owners have to spend money to make money. Fact or fiction?*

**Stangeland:** “Absolutely. Businesses that I’ve talked to in Westchester that are continuing to spend 20 percent of their gross revenue are the ones that are continuing to have business. They talk about how during the Great Depression, the company Revlon – because they kept spending money, there really were a lot of companies that came out of that. It shows you need to invest even though it might be a little painful.”

*What are small-business owners most intimidated by, web-wise?*

**Stangeland:** “I think people are somewhat intimidated by the social media marketing because it can be time-consuming. You can spend your whole time doing that and not do anything else and if you’re not naturally inclined to social media, I think that it’s kind of intimidating depending on your age group.”