



2.0 minutes with...

**Jim Sudal | Owner, artist
Jim Sudal Ceramic Design**

Jim Sudal Ceramic Design is a working artist studio and gallery in Scottsdale featuring pieces based on local botanicals.

What is one of your business goals for the next 12 months? Continue to cultivate relationships with existing clientele, as word-of-mouth referrals work best for me.

What is a significant goal you've achieved in the past 12 months? Completed a very significant piece of art for Muhammad and Lonnie Ali that pushed my creative abilities to the limit. With that commission, I had the freedom to take the creative liberties I've been thinking about for many years.

How have you changed your business strategy to reflect current economic conditions? I haven't one

bit. I just continue to create the most beautiful work I possibly can. That's the best I can do and what my clients expect, through any economic condition.

What resources did you use to help develop your business and marketing plans? Wonderful education, a strong work ethic and listening to my creative instincts. I also pay very close attention to the results from trials and errors and listen intently to my clients.

How do you use technology to promote your business? I have a website that captures the quality and feel of my work, www.jimsudalpottery.com.

In what other ways do you market your business? Taking the time to build a strong and lasting relationship with each client and collector is where I focus most of my marketing efforts.

What is the biggest challenge you've overcome in growing your business? Working in a small space, where downtown Scottsdale retail space comes at a premium, has challenged me to work more efficiently.

How do you recruit and retain quality employees? Basically I'm a one-man operation, though I do rely on a few contract employees during the

year. I've been in the Valley for over 30 years and rely on referrals from trusted friends.

What advice do you have for entrepreneurs just starting out? I would say don't be afraid to trust and take a chance on your passion.

Did you ever want to call it quits? I've never called it quits. I've found what I'm meant to be doing while I'm here, and to that I will always stay true. There always is a way, if you want it badly enough.

Do you have an exit strategy or a succession plan for when you retire? Really don't ever see myself stopping. I've been asked for years if I would give workshops and teach what I've learned. Perhaps that'll be my retirement plan.

What do you know now that you wish you had known when you started your business? Fearlessness.



Sudal