



Made with Love



Meet

Krystal Fisher

The founder, owner, and sole employee
of Opal Daisy Events, an event design
and popup picnic business located in
Tampa, Florida

Based on an interview conducted by
Alinna Aspiro on October 14, 2023

[OPALDAISYEVENTS.COM](https://opaldaiseyevents.com)

Krystal's Background

Krystal originally attended Florida State University, but eventually moved home in 2010 due to a combination of intuition and homesickness. After experiencing familial loss, she decided to take some time off of her studies. Krystal ended up graduating from the University of South Florida with a degree in psychology and a focus on childhood development. In 2020, Krystal became a licensed Registered Behavioral Technician (RBT) and worked in a clinic. After getting married and starting a family, Krystal made the decision to be a stay-at-home mom. In May of 2023, Krystal launched Opal Daisy Events, a boho popup picnic company.



*Mom, Wife, and
Business Owner*

The Journey of Starting Opal Daisy Events

1.

Krystal decided that she wanted her business to specialize in event design and incorporate event planning

2.

Krystal came up with a business name

3.

Krystal went on SunBiz.org to make sure the name, Opal Daisy Events, did not already belong to another business

4.

Krystal applied for an LLC

5.

Once the LLC was approved, Krystal created an EIN (business federal ID)

6.

Krystal held a logo contest on 99Designs and received the copyrights for the design that brought to life what she had envisioned

It is important to note that Krystal did not invest money into a physical storefront location, but has used her own finances for picnic decorations & other business needs! She created and built her website through GoDaddy.



OPAL DAISY
EVENTS & DESIGNS

Behind the Logo

In 2010, Krystal's father suffered a brain aneurysm and passed away. Towards the end of 2022, Krystal's mother and stepfather passed away from Covid-19 within months of each other.

Opal is an October birthstone, which is the birth month of Krystal's youngest daughter and the month that Krystal's mother/stepfather passed away. Daisies are the April birth flowers, which is the birth month of Krystal's oldest daughter and the month Krystal's father passed away. She wanted to include dragonflies and ladybugs in the logo art as well as they are reminders of her father and mother. Whenever Krystal sees them, she is comforted by the fact that her parents are watching over her from Heaven.

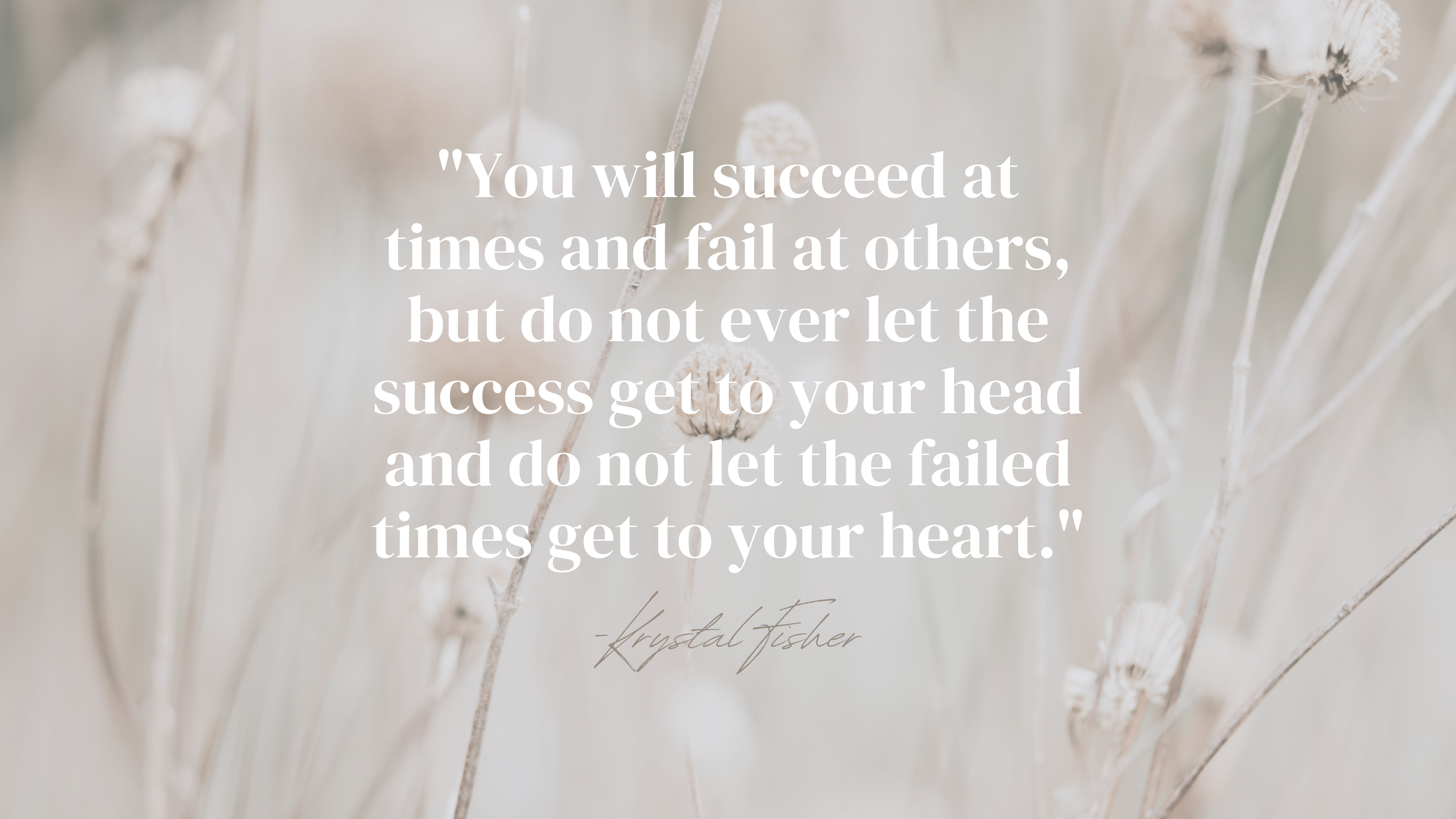
The Key to Krystal's Success

Krystal is still relatively new to the business world, but she has all the resources and tools lined up to continue growing. She believes her success so far is due to the personable feel of her business. Krystal always listens to her customer's ideas/wants and puts her all into making them reality. She goes above and beyond to accommodate her customers in anyway she can.

Krystal also prides her company on aesthetics. She aligned the Opal Daisy social media profiles with the boho chic style. Krystal stays on top of trends to gain attention with potential customers.

Krystal is constantly looking for feedback and recommendations to improve. But, overall, she believes having a genuine passion and drive for what you do makes success attainable.





"You will succeed at times and fail at others, but do not ever let the success get to your head and do not let the failed times get to your heart."

-Krystal Fisher



Advice from Krystal

FIGURE OUT YOUR STRENGTHS AND
WEAKNESSES AHEAD OF TIME

As a business owner, it is important to be aware of your personal strengths and weaknesses. Addressing your weaknesses creates room to improve both professionally and personally. Recognizing your overall strengths and weaknesses leads to realistic goals, reduced risks, and increased opportunities.

Advice from Krystal

SET CONSISTENT AND REALISTIC GOALS

Setting goals allows you to measure your business' overall growth and success. Goals provide a sense of direction that allow you to stay organized and make rational decisions without getting overwhelmed. It is best to set a weekly goal, a six month goal, and a yearly goal that are challenging, but still realistic and achievable.





Advice from Krystal

BE OPEN TO LEARN AND CHANGE

As a new business owner, you are not going to have everything figured out. It is a learning process that involves challenges and risks, so you have to be willing to learn as you go and make necessary changes along the way.

Advice from Krystal

TAKE THE RISK

It is so easy to doubt yourself, but you cannot let the fear of taking the risk stop you from following your dreams. I view myself as my children do in order to help tune out negative thoughts.

"Risk can be dangerous, but routine can be deadly. Comfort has killed more dreams than daring ever did."



Overall Business Vision

Opal Daisy Events can currently accommodate up to twenty guests, but Krystal hopes to be able to accommodate up to fifty guests within the next five years. As of now, she caters small celebrations, but she wants to cater larger events in the upcoming future. Krystal would start by offering boho bridal showers, and eventually work towards the wedding industry.

Krystal does not have any employees at this time, but she wants to hire one to two employees when she starts accommodating larger parties.

