

Gypsy Enterprises...our story

LET'S GET CONNECTED!
SCAN THE QR CODE!



JOURNEYING FROM CORPORATE LEADER TO LOCAL ENTREPRENEUR



In 2007, Becky Nelson bravely transitioned from a corporate giant to chase her dreams in Sandwich. With her husband Steve, she nurtured a beloved landscaping business in Northern Illinois, building trust and community through newsletters and vibrant exhibits over 11 inspiring years.

Amidst the chilly winter lull, when the plows were out and Becky looked for things to fill her time, she put in remarkable efforts at Timber Creek Inn & Suites.. With her team, she orchestrated Home shows, Fishing & Hunting shows, and Bridal Expos, attracting enthusiastic crowds. As a chamber member, she collaborated with Pat Voga and Jim Teckenbrock for membership orientations and Women's Coffee Before Business events.

During the housing collapse and economic downturn, the Nelson family closed up shop and embarked on five exciting years after exploring Northern Colorado and Wyoming. During this period, Becky thrived in direct sales with Gold Canyon Candles, earning the title "The Flaming Gypsy." She built a team of over 200 consultants, showcased products, and organized quarter auctions to support local nonprofits, forming connections in oil fields and military bases. She carries on her support for the troops, by collecting items and mailing care packages to active duty military during Christmas.

The last seven years have been filled with love and commitment for Becky and Steve. After returning from the west, they devoted themselves to caring for Becky's mother-in-law, who courageously battled dementia and cancer. Becky set aside her own aspirations to support her family while joyfully embracing two grandbabies. She takes pride in her talented sons, Jake and Kyle, and treasures moments with her daughter-in-law, Ashley. They celebrated milestones and faced the sorrow of losing their beloved Nana last December,

"When one door closes, another opens".

Gypsy Enterprises officially launched in March 2025, marking a new chapter in the pursuit of balance and achievement. Nelson is dedicated to establishing the premier marketing and consulting firm in the region, focusing on sustainable growth. Offering a diverse range of services from website design and support to direct mail campaigns, Gypsy Enterprises presents a customizable business portfolio that captivates business owners, campaigns, and nonprofits alike. From B2B websites to political candidates, the possibilities are limitless and each project is one-of-a-kind.

Let's elevate your business!

Small business owners often aim to "keep the phone ringing," but true marketing success hinges on building relationships that lead to meaningful outcomes. Gypsy Enterprises is dedicated to aligning your business with budget-friendly strategies, equipping owners with self-sustaining websites and tools for a smooth transition to independence.

Solutions are abundant!

To grow your business on Social Media, actively engage not only with your followers but also with other businesses. By liking, commenting, and following related local accounts, you enhance visibility and foster relationships that may lead to shared audiences and cross-promotion. Create posts that elicit responses—ask questions or invite interactions in fun ways. Consistency in your voice and style is key, ensuring your audience always feels connected to you, whether promoting a service, product, or offering value. Remember, authenticity plus engagement equals long-term success. These tips can be part of a 30-day social media "elevate campaign."

The best part of working with Gypsy Enterprises is the experience and real time ebbs and flows to which I have endured and overcome in my years in small business and life. Scan the QR code to get started today with a free 30 minute "check up marketing consultation. I look forward to growing with you as a fellow chamber member!

Becky