

APRIL LOUGHEED BIO | HOME BUSINESS MAGAZINE

DESTINED FOR ENTREPRENEURSHIP - WEB AND MARKETING WIZ FOLLOWS IN THE FOOTSTEPS OF FOREFATHERS

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by Sandy Larson



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April Lougheed never had a doubt that one day she would run her own business. "For generations, everyone in my family has been entrepreneurs," says the owner a web design and marketing firm in Fishers, Indiana. "It is in my blood to tackle the marketplace."

When the time came for April to realize her lifelong goal, she carefully assessed her skills and past experiences. She was highly adept with computers and had spent the previous 12 years in marketing and brand management for Fortune 500 companies. She wanted to start a business that capitalized on these assets.

It was during this time that the Internet was first showing signs of having a history-altering impact on the global economy. "I knew immediately the first time I visited a web site that the Internet would revolutionize business," recalls April. "It was a pioneering business opportunity and a good match for my marketing and strategic thinking abilities. What a challenge and a joy I could now attack the international marketplace right from my living room."

[April Lougheed runs a web site design and marketing business from home.](#)

In 1995, April launched iGuideInc.com, a company that provides companies with turnkey web site services and solutions. She explains, "We completely manage our customer's online presence including ROI, long term planning, brand development, customer support, database management, search engine optimization, and administration." April credits Service Corps of Retired Executives (SCORE) for helping her business get off the ground.

"SCORE was there at the very beginning," she comments. "Knowing their vast experience with start-up companies, their encouragement of my idea was extremely motivating. As the company grew, the recognition I received from SCORE continued to build my confidence."

Achieving \$100,000 in sales in 2005, April's company is growing rapidly, thanks to word-of-mouth referrals. She continues to operate as a one-person home-based business, and she outsources extra work whenever needed. She serves a wide range of companies, from large companies with over 500 web pages to small startups with less than 10 pages. "Our goals are to create a long-term relationship with our customers, grow their businesses, and become an integral team player in their organizations," she says. "We believe if our clients win we win."

