



## GIGGLEPUSS PRESS MARIE ISOM

“So tell me how you came up with the name Gigglepuss.” I asked Marie Isom. “After school, my girlfriends use to come over to my house. We would hang out and laugh. My mom would come into my room and say something like, ‘What are you Gigglepusses doing?’”

A silly name from a childhood memory of her mother seems to bring Marie Isom’s company full circle. It is the love and devotion that a parent has for their child, which has catapulted Marie to where she is now.

I sat down to talk with Marie and her husband Jim, to get a little insight into their journey as small business owners. Marie and Jim epitomized a husband and wife working together. Constance Cate, the East Hawai’i SBDC Network Center Director, along with Marie and Jim themselves, identified their ability to work well together. In just the short time I met with them, the mutual support and admiration that they provided each other was touching. It was obvious that in their time together they have experienced a lot, but as Marie said “The bumps added spice.”

Marie owns the publishing company Gigglepuss Press and conducts seminars on ADD/ADHD. Marie is also the author of *ADD/ADHD A Parent’s Practical Guide to Attention Deficit Disorders*. After watching a program on 20/20 about a child with ADD/ADHD, Marie & Jim instantaneously recognized the child profiled and their son Levi, had identical characteristics. At this time, Levi was 10 years old, and so Marie’s journey began.

Marie craved any information that she could obtain on ADD/ADHD. She slowly began learning a tremendous amount about the condition and ways to conquer challenges associated with it. She then became a sounding board for others with children coping with ADD/ADHD, often being referred to by local doctors.

Her book and first hand knowledge on the subject was quite substantial at this point. Marie’s initial thought was to put together a pamphlet to provide basic information for people seeking support and assistance in this area. After gathering information from sources, including shared information from other parents, she realized that she had more than enough information to compile a chapter book. From that moment, the book was a work in progress for the next six years.

After the massive task of writing the book was completed, Marie and Jim came to see Constance at the Hawai’i SBDC Network. They were armed with a published masterpiece and needed to figure out how to market it in the best way possible. Constance helped them to solidify their business plan along with identifying who their market would be. Together, along with a Hawai’i SBDC Network contracted consultant, Ira Ono and with the help of Kathy Hammes, East Hawai’i SBDC Business Development Specialist, they were able to engage in a collaborative technique. According to Cate, being able to utilize so many resources is really beneficial for all involved. The clients of the Hawai’i SBDC Network are truly able to receive a tremendous amount of service, and this is a prime example. Ira Ono came into the picture as a sounding board with tremendous knowledge. He was able to work with Marie on the best ways to get her product to the public. Working on a game plan of finding appropriate organizations to market to and searching for their niche market has proved beneficial.

Marie’s book can be found at Borders Books & Music throughout the Hawaiian Islands, on Amazon.com, BarnesandNoble.com and through her own special website at [www.adhdguide.info](http://www.adhdguide.info).

Marie and Jim are currently keeping busy with their sons, Levi who is now 19 and their younger son, Beau who is 13. They are also holding seminars on ADD/ADHD on each of the islands and hope to be able to provide individualized sessions in the near future. Marie has also begun writing her second book entitled “ADD/ADHD Success Beyond Measure”.

“Children have their own special interests and desires and I believe that it is up to their parents and caregivers to allow experimentation with activities to broaden their horizons in order to discover their passions. When you are happy, you have a greater opportunity of being successful.” -Marie Isom.



*Marie Isom & Constance Cate*