



RAQUEL BALDELOMAR
QUAINTISE

ANNUAL REVENUE:

\$1,035,000

Raquel Baldelomar was working in New York City as a financial analyst when she realized it was time to fulfill her entrepreneurial dreams. “I admired the spirit and drive of our self-made clients, and I realized that if I could ever take a chance to do something on my own, it should be then,” says Baldelomar, 34.

Fascinated with the psychology of persuasion, she created a marketing and advertising agency out of her mother’s Fort Worth, Texas, home in 2003. After landing a contract in Phoenix, she moved there—and quickly found herself waiting tables part-time to make ends meet. “I thought, I have a finance degree and I’m waiting tables! It was humbling, but I learned so much during that time,” she says.

It was then that Baldelomar pinpointed a health-care specialty as the key to growth. “There were few agencies serving this category, and the industry was undergoing rapid changes. The fact that we were there first helped us land many clients in a short period of time,” says Baldelomar, who was born in Bolivia.

It was a good move; with annual revenue climbing over \$1 million, she has now hired ten full- and part-time employees and opened another



Quaintise office in L.A. But it’s her clients’ progress that excites her most. “The work we do helps promote their growth. It’s wonderful to see how Quaintise has affected the lives of so many by influencing how people engage with our clients’ brands,” she says.

HER TIP: How to Land Clients.

“Create a system that increases your odds of getting lucky. When I was starting out, I’d walk into medical office buildings each week and ask for the person who handled marketing decisions. Most of the time I was rejected, but within a few months I had gained five new clients.”