

# LAURA MUELLER



MATRIARCH MEDIA - PRINCE GEORGE, BC

In a world buzzing with opportunities and challenges, entrepreneurs often find themselves at a crossroads, wondering how to pave their path to success. Laura Mueller, owner of Matriarch Media, sheds light on her journey and the strategies she employs to thrive in the competitive arena of project management and consultancy.

"I offer a number of different services to my client, essentially under the guise of project management," Laura says, emphasizing the multifaceted nature of her work. In her line of work, she aims to understand what strategies are essential for success, whether it's through creating courses, launching social media campaigns, or crafting compelling advertisements. Her vision extends beyond conventional methods; it encompasses retreats, workshops, and consulting services tailored to meet the diverse needs of her clients. "We want to do things on our own terms." Laura emphasizes the importance of flexibility and authenticity in her approach.

Laura's passion is to turn her clients dreams into realities. "When you give people the tools that they need to be successful, they make an impact. And when you see people making an impact, that's how you change the world." She highlights the transformative power of providing individuals with the tools they need to succeed and applies real, actionable strategies to help her clients visions come to life. Amidst the sea of information and noise, as an entrepreneur herself she acknowledges the challenges other

entrepreneurs face in translating their passion into tangible outcomes. "How do we cut through that in a way that's really simple and approachable, and that allows us to do what we want to do?" For herself it was about reclaiming her culture, embodying it as an individual and then in turn helping others to do this as well.

Central to her narrative is the role of mentorship in shaping their trajectory. "Asking for help is one of the most critical components of being successful in life," she states. There are individuals who have gone before and who hold valuable information for success. They have walked the paths that entrepreneurs today are walking and can communicate important knowledge to those just stepping into entrepreneurship.

Laura worked with the Aboriginal Business and Community Development Center, to bring the clarity she was missing from her business through their mentorship program and launched Matriarch Media to the next level. She expanded her services and developed a business plan. Going back to the basics and creating a business plan allowed her to articulate what to focus on and what to let go of. "If we don't understand what our products or services are, our customers are going to feel that confusion."

For Laura, entrepreneurship is not merely a career path but a vehicle for personal fulfillment and societal impact. "Entrepreneurship gives us the flexibility to control and do what we want in our lives, and it gives us the opportunity to

do the work that really lights us up," she says. "Doing something you love creates a sense of fulfillment and a realization that you're doing something that matters."

When thinking of the future, Laura is excited about the doors that are open that haven't been before. There are connections that will change where Matriarch Media is headed and she is walking into a collaboration that's never been done before, sitting at tables she never would have had the opportunity to sit at. "I'm creating a mindset where I know that I can do this, I can be successful. And I can help other people be successful as well."



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