



Meet Amy Brennan, owner of Custom Geekery...

1. Describe Your Business:

Custom Geekery provides website design, social media management services and software training. Since technology rarely works when delivered in a one size fits all package, Custom Geekery's mission is to meet our clients exactly where they are, in the process of building their brand.

2. Tell us your story:

Amy started Custom Geekery about eighteen months ago. Since starting her company, Amy has done projects for businesses such as Sayre Enterprise Center, Animal Care Sanctuary, and Bradford County Tourism Promotion Agency. "I just really like helping people figure out how to package their business and sell it to other people," she explained. "When I started my business, I was doing it part time and working full time for someone else." Thursday, December 7, 2017 Amy had her last day at her other job, and is now focusing Custom Geekery full time.

3. What has helped you succeed and gain experience?

Amy says that even before she started her business she gained a lot of experience through volunteering to help people whenever she could. "This isn't my first business," Amy explained. "I had a pet sitting business when I was 16. I've owned a spa. Some businesses failed, some didn't. And sometimes failing was a good teacher." She adds that other things that have helped her succeed have been getting out and meeting people, and building her skillset.

4. What inspires you?

"I think the biggest inspiration for me above all else is being a great role model for my children," Amy stated. "And in order to do that I have to be the best me that I can be. So, every day I work a little bit harder at all of it: being a good parent, citizen, being a part of the community. Every time I am in the car I am listening to an audio book or podcast and learning from other people who are on the journey to being their best selves."

5. What keeps you up at night? What are your challenges?

"Usually creativity keeps me up at night," Amy laughed. "Or a programming problem that I wake up with a solution to. My biggest challenge sometimes is getting people to think about themselves, their business, or their product in a bigger way. We all have barriers to our success. Sometimes we are aware of them, and sometimes we are not. And that is something unique about hiring someone to help build your brand; they can see those barriers that sometimes you're very attached to."

6. What is your favorite local activity?

Amy went to college in the Finger Lakes at Keuka College. She enjoys coming up to the area and doing wine tours. She recently did a beer tour for the first time and really enjoyed that. "And getting my kids out on the lake," Amy added. "I am an avid swimmer, but I had a fear of open water and was determined my kids wouldn't have that. So, we've been taking them out in a boat since they were really little." Amy also enjoys bringing people from other parts of the country and introducing them to the things here, including wine, food, and water sports. "But maybe not all at the same time!" Amy added.

7. Is there anything else we should know about you

Custom Geekery provides social media consulting for Watkins Glen Area Chamber of Commerce members for free. She also does Facebook live with businesses., and is happy to help people do that for the first time.