

HELLO  
my name is

Kelly Lester

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The #1 Best-Selling  
lunch boxes on Amazon



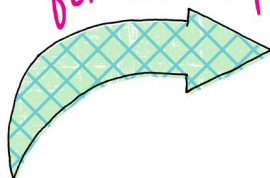
#2 Winner

Social Media Examiner

2011 Top Ten Small Biz

Facebook Fan Page Contest

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[www.EasyLunchboxes.com](http://www.EasyLunchboxes.com)



objective:

to use my self-taught skills,  
creativity, and experience  
to inspire others.



Who wouldn't want to be an overnight sensation? To put up a website that makes a million bucks? To put up a video that goes viral and gets a zillion hits? I admit, I had hoped these things would happen to me. I put up a website and a video, and waited about a week for my fortune. Turns out, I was not going to be a sensation overnight. Or even over a week. So I figured I better get crackin'. Since I had no money for advertising, employees or just about anything else a typical start-up "needs", I had to make due with what I could accomplish by myself in front a computer.

The only thing I could afford to do was TELL people about my EasyLunchboxes. So, beginning in December of 2009, "talk" I did... online, to anyone who would listen. I plunged into the world of social media (but first I had to look up the definition!), learning everything I could about Facebook, Twitter, YouTube, Blogging, etc. Google became my tireless (and free) assistant and cheerily led me to websites which opened the door to many other websites.

I've come to realize that I have a talent for curating information, ideas, and people, bringing them together via EasyLunchboxes.com. People often ask me for advice, assistance, and if perhaps I could share their story with my audience. So I do share. Freely and for free, thanks to the "magic" of social media.

And more often than not, I'll get "paid" back in things even bigger than dollars: Lasting Relationships, Loyal Customers and a Life Work I love!



why  
I  
started  
packing  
lunches  
my family

