

CLIENT SPOTLIGHT

Brampton Entrepreneur Carolina Gutierrez is an Expert at Putting Businesses in Order

Carolina Gutierrez is the CEO of Business in Order (previously called Go2Girl administrative solutions). It is a company that helps businesses alleviate the stress of implementing structured administrative and business support programs. They offer business automation consulting services, custom office setup solutions, and a virtual assistant service. Through systemization, process improvement, and utilization of technology, they make your work flow.

Starting from Humble Beginnings

Carolina's journey to becoming the CEO of a thriving small business did not happen overnight, nor did she start on sure footing. In 2012 she found herself in a new town, with little to no job prospects, and decided to carve out her own path. Starting with the business owners in her network, she would perform recurrent tasks such as website updates and newsletter creation. As clients took note of her exceptional work, her business grew. By 2015, Go2Girl administrative solutions (G2G) was a full-time operation.



Considering Carolina's profession, you would think that organization has always been her approach to life; that is not the case. Diagnosed with ADHD, in her earlier years she struggled with being disorganized. It was to the point that "growing up, my mom would find my keys in the freezer," Carolina laughs. Entering adulthood, she decided to change her life for the better. She worked to find organizational techniques that were a fit for her. Carolina's business is an embodiment of the work she's done within herself.

She personally understands that each individual needs their own organizational style. Her lived experience, combined with her formal training in business, information technology, and programming, brought her to where she is today; at the helm of a thriving small business.

COVID Changed Everything

Her momentum was halted when COVID19 brought G2G to a halt. ***"It decimated my business,"*** Carolina explains. The services she offers are reliant on other businesses' needs, so as their industries shut down, so did hers. By May, she had lost about 80% of her business. As Carolina explains, ***"I guess it really was a blessing in disguise. It gave me a moment to catch my breath and really refocus where I want to be."*** After having time to reflect, Carolina came to terms with the fact that since her part-time days in 2012, her business had matured, and she needed a brand that reflects that growth. The process of letting go of a brand image that brought her so much success was not easy. She says, ***"I had to ask myself, is this [brand] going to get me where I want to go and I knew the answer was no."*** During the lockdown, Carolina took the time to rethink and rebrand; thus, Business in Order was born.



business in order

Business in Order rebranded logo

The Rebrand – A New Era

Carolina started her business with a focus on offering virtual assistant services. After taking stock of the market, she realized that it was becoming very saturated and began to search for a way to stand out from the crowd. She explains, ***"I realized that brick and mortar businesses needed my help, but they didn't know the help was out there. So I really had to go into the brick and mortar space and market the value-add of my services."*** And that is exactly what she did. The trend toward the need for industry specific software coincided nicely with her understanding of CRM. From there, Carolina was able to carve out space for herself to continue her business' growth.

Growth and the Future

Understanding the importance of continued learning, Carolina tries to meet with Daniel, a BEC Business Advisor, once every quarter. By going to the BEC consultations, ***"I've learned that I don't know everything,"*** Carolina says.

Her advice for someone embarking on their own entrepreneurship journey: ***"get as much help as you can. Learn quickly what you're good at, and learn even quicker what you're not good at. A lot of the time, you think that you're going to take care of everything because you're trying to save money, and then it ends up costing triple. Other entrepreneurs are a great resource for getting the help you need."***

With a new brand image and a new outlook on her business, Carolina is looking to pay it forward and become a better resource for her community. She plans to create video content to share her tips and tricks for getting businesses in order. With an innovative mindset and a renewed vision, Caroline Gutierrez is an example of an entrepreneur who adapts in the face of adversity.

To find out more about Business in Order, [click here](#).