

Wom? Own

success stories

They Found a Niche & Got Rich ...Fast! (how you can too)

What led three women to their very own pots of gold

BY KARINA VAYSBURD

Ever wonder how some women take control of their dollar destinies while others still struggle to make the minimum payments on their credit cards? These go-for-it girls make life happen instead of sitting by and letting it happen to them. They create their own luck, and with it, create their own fortunes. So forget day-dreaming about *Joe Millionaire*. You can win your own life lottery! Don't believe us? Check out these three women who created opportunities that led them to their very own pots of gold.

Danna Weiss:
STARS PAY HER \$5,000 A DAY TO MAKE THEM LOOK GOOD

At only 30 years old, Danna Weiss is one of the most sought-after celebrity stylists around. Her high-profile clients include Cover Girl supermodel Molly Sims, *Sopranos* star Jamie Lynn DiScala and *Scr and the City* fashionista Kim Cattrall.

So how did she become a style specialist that molds the looks the rest of the world copies? Having always had a flair for fashion and an eye for detail, Danna created a line of jewelry when she was just 16. Her designs were sold in over 17 stores. Danna worked at magazines like *Vanity Fair* and *Cosmo-*



Danna (right, center) dresses divas like Kim Cattrall and Molly Sims

politan, where she eventually became their first editor of *Menswear*. This primo position let her style the wardrobes of featured hotties like Freddie Prince Jr., Ed Burns and John Cusack.

"Eventually, I realized that I was making a lot less money styling at a magazine than I would going out on my own," she says. "I realized that if I had just one client, that was all I needed to get by financially. The biggest challenge would be getting the actual jobs, but I also knew that this business is very word-of-mouth. If people like your work, they'll recommend you."

So she took a leap of faith. "There were bad days, but I tried and budgeted and balanced myself," she says. "One job could take me through weeks, but then again, I might not have a job for weeks and those were tough times."

Once she got started, stars definitely liked what they saw, and she started getting phone calls from everyone from Oscar winner Marcia Gay Harden to sexy singer Jon Bon Jovi.

So, to get her clients red-carpet ready for award shows, music videos and editorial

spreads, she keeps her eyes open and is always on the move. "I notice everything everyone is wearing and I shop smarter and quicker," explains Danna. "A typical work day can be anything from hitting 10 designer showrooms to pick out clothes for a client, or being on the set of a shoot and making sure everything looks right."

Danna's eye for style has turned so many heads that she now frequently appears as a fashion expert on MTV, WE, E!, CNN and FOX News.

Start-up costs: "Not much at all." I bought a computer, fax, phone and some garment and shopping bags."

What she's worth now: Top stylists charge between \$1,000 and \$5,000 per day. Danna's keeping mum about the exact figures, but we did the math—five-days work could equal \$1.3 million a year!

Work's perks: "Discounts, gifts and a wide range of friendships."

Words of wisdom: "The best way to break into this business is to work for another stylist. Get an internship and work like a dog! It's the only way to establish relationships."

