

Two Women Create ShipAlmostAnything.com

How did two women from the New York metropolitan area wind up in the world of Internet shipping?

When my kids went off to college, the last thing I thought I would be doing was starting a new business. The notion that the business would be an Internet shipping business would even be more astounding, since my background was neither shipping nor Internet related. I had spent 30 years in pharmaceutical and medical marketing working for major pharmaceutical companies. My job involved daily contact with my customers on a face to face basis and the pressure of meeting quarterly dollar goals.

Michelle's background is also far from the world of shipping. She was the Director of Marketing for a major cosmetic company and later helped run a successful book printing company.

Both of us, however, have always been good listeners, successful problem solvers, and knew how to network. We have also learned the value of surrounding ourselves with hard working professionals that have entrepreneurial spirit. We are goal oriented and highly driven women.

Although we weren't necessarily looking to begin new career paths, we started brainstorming about ShipAlmostAnything.com about two years ago. Through different experiences, we came to realize that shipping stuff wasn't always as easy as one might think. If it didn't fit neatly into a box, then the process became complicated. And that's how ShipAlmostAnything.com, was born! It's easy shipping for your complicated stuff.

Everyone we knew had a story to tell and spoke of someone they knew, who had a similar story about the difficulties of finding a shipper to move their stuff. We listened to more horror stories than we could have ever imagined. Lost shipments, overpricing, misrepresentations, deadlines missed, items broken, just to name a few. The hours that friends, family, and colleagues had to spend just trying to locate the right person or business to do their shipping became a daunting process.

We had family with children graduating from school, who had to leave



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items behind because it was too expensive to warrant shipping their items home. We had friends who were really into online buying and wanted to buy or bid on items that were reasonably priced, but the shipping costs made the item too price prohibitive to buy. Colleagues of ours had to over pay on items for things because they bought at stores that provided shipping and those shipping costs were astronomical. Options were limited across the board.

The Internet was becoming an obvious place to spend more and more time to investigate and solve many of our everyday problems. Michelle and I began to think that it made natural sense to use this vehicle as a means of solving everyday shipping problems that individuals, large and small businesses, just about everyone in every walk of life needed to satisfy.

We have spent several years learning about the trucking industry from folks who have been involved in various aspects of this business. We have taken courses, attended seminars and read many books to help us learn more about the way we can have the Internet work for us. We view our new company, ShipAlmostAnything.com, as a site to help connect those that need to have

something shipped with those that do the shipping. It is an easy, uncomplicated way to take handle a problem which we face everyday. A problem that in the past was a complicated process to solve.

Our site is a platform that connects customers that have stuff to ship, (we refer to them as shippers), with Shipping Service Providers, referred to as SSP's. ShipAlmostAnything.com provides SSP's the ability to bid on work that would never have crossed their radar screen in the past. They now can compete with the "big guys."

Auction bidding, one low price, no commissions, transparency to talk with those that do the shipping, ease, convenience, plus many other aspects began to evolve into the website which we just launched in March.

We feel that our business model is so exciting because it helps SSPs grow their business and increase their profits by having our team build a base of national customers for them to choose from while at the same time, we help the shipper so that they can make informed, well thought out decisions, about their shipping needs while saving time and money.

We have partnered with a web host, a graphic artist, successful Internet executives, and marketers from various backgrounds. We have engaged the services and learned about the shipping industry from people who have spent years running successful transportation businesses. We hired SEO and SEM firms to help us reach the target audiences which our business was built.

Michelle and I are learning more and more each day about the shipping industry. Everyone we have met and everyone we are meeting in this industry have been wonderful to learn from and work with.

We welcome all to visit www.ShipAlmostAnything.com to learn more about the benefits of our site and to become acquainted with the next generation in web site shipping auctions. Sign up now during our FREE trial period.

By Barbara Grumet and Michelle Gluckow