



MARKETING // ADVERTISING // PUBLIC RELATIONS

How One Local Business Owner Embraced Her Short Life Expectancy and Found Success

INDIANAPOLIS, IN (September 13, 2018) – 20 years ago, local business owner Amanda Parker, wasn't sure what the next day would hold. Diagnosed with a rare blood disease, medical professionals told Parker she wouldn't live to see 21. Fast forward to today, she is one of Indianapolis' Leading Women in Business.

"It was an emotional roller coaster for sure," said Parker. "I remember thinking, I could get hit by a bus tomorrow, so I don't really know anything that anyone else doesn't. But in reality, it's something so easily ignored by so many, and I was no longer allowed to live in ignorant bliss. I was challenged to examine my life, evaluate my choices, and prioritize my time."

The culmination of three events, including Parker's fatal diagnosis, the need to personalize the marketing experience and the Great Recession inspired her to start her own full-service marketing, advertising and public relations firm, Collective Alternative. "I was ignorantly optimistic that I could help local business owners not only survive but excel beyond their competition," said Parker.

As one of Indianapolis' Leading Women in Business, Parker's start-up story is shared in the September issues of [Forbes, Fortune, O-The Oprah Magazine, and Entrepreneur](#).

"I was only 31 and female," said Parker. "There weren't a lot of business owners wanting to listen to me tell them how to market their business. I had to be good, and I had to prove myself."

The firm has seen major success in recent years, including the doubling of its staff, tripling in revenue and climbing nine spots on Indianapolis Business Journal's list of [Largest Indianapolis-area Public Relations Firms](#).

"Understanding business is personal and never taking a day for granted are the reasons my business has grown exponentially over the past decade," said Parker.

To schedule an interview with Parker, please contact Casey Jones by emailing casey@thecaway.com or by calling 317-610-6119.

ABOUT COLLECTIVE ALTERNATIVE

Collective Alternative is a full-service marketing, advertising, and public relations firm servicing small, local businesses. Located in Fort Benjamin Harrison, the team delivers comprehensive marketing strategies and creative solutions. As one of Indianapolis' largest public relations firms, they work with a multitude of clients across a wide variety of industries. Services include branding, graphic design, web development, social media, SEO and more. For additional information about Collective Alternative, please visit <https://www.collectivealternative.com/>

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