

Business Owners

Colleen Zeiber
(814) 520-3119

County: Erie

Industry: Beauty/Salon

Year Founded: 2020

SBDC Assistance:

Marketing planning, market research, sales assistance, financial projections, human resources

Consultant: Jacob Jones

Gannon University SBDC

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Insight Salon: An Insight into Success



Staying positive and confident can be a struggle for many people. For one entrepreneur, the answer was starting a business that makes it easy and affordable to get the pep back in your step. This drive helped Colleen Zeiber launch Insight Salon in the Millcreek Mall.

Colleen is no stranger to entrepreneurship as she has over a decade of management and ownership experience in the salon industry. In early 2020, the salon Colleen was managing was planning to consolidate operations. With an opportunity to be the owner of a salon, Colleen reached out to the Gannon University Small Business Development Center for assistance.

In just over 10 months, Colleen, with the help of the Gannon University SBDC, was able to make her passion a reality. After meeting with Business Consultant Jacob Jones, the SBDC assisted with marketing planning, market research, sales assistance, financial projections, and human resources management. Colleen was also able to work with team from the Penn State Legal Clinic to help with her business legal needs.

Colleen has taken the recent restrictions due to Covid-19 in stride and has not let it stop her from opening her new business. She was able to work with Millcreek Mall to take over the lease of an existing salon and offer her services in a safe environment. In October of 2020, Colleen opened Insight Salon.

With her salon up and running, Colleen was grateful for having the Gannon University SBDC to rely on, "I can't thank you and your team enough for all of the help you have given me!". Insight Salons doors are open to the public so if you need a new look or just that little extra to make your day check them out!