

# No Limits

The only limits we have in life are the ones we create for ourselves



## Entrepreneurial Spotlight: **Debbie Oser** (Bringing happiness to the world...One pillowcase at a time)

Posted by Sara Morgan on March 25, 2010 at 12:00pm

[View Sara Morgan's blog](#)

Welcome to **No Limits**  
[Sign Up](#)  
or [Sign In](#)

### SUPPORT THIS SITE

If you enjoy the content provided by this website, please consider using the button below to make a donation of any amount towards the \$20/month support costs. Alternatively, you can visit our [Cafe Press Shop](#) and make a purchase.

Your support is GREATLY appreciated.



### Home of the I'll Never Quit Club



Need to be inspired?  
Check out the "I'll Never Quit" club

*"Logic will get you from A to B. Imagination will take you everywhere!"*

~Albert Einstein

### Members



[View All](#)



**Debbie Oser**: *Inventor and Inspirational Luminary*

North Wales, PA  
<http://www.keepingitpositive.net/>

**Debbie Oser** had always believed in the power of daily affirmations, but it was not until she saw their effect on her own son that she got the idea to spread the message of their importance. In 2007, she started her company [Keeping It Positive](#), which sells products that include positive and inspirational messages. Her best selling product is the Pleasant Dreamz Pillowcase, which includes over a dozen phrases designed to develop a positive mindset and self-image. Even though it has been very challenging for **Debbie** to get her products into stores, she has vowed never to quit and uses her own products to keep her focused and inspired.

#### 1.) You mentioned that you are doing a lot of work to promote your site. Which of these methods has been the most successful?

In regards to promoting my website, I feel that all the avenues of exposure that I have been lucky to receive have truly helped to spread the word about my products, and "introduce" them to consumers. The Mom Blog Reviews, Parent Information Magazines, Product Blog Reviews, Internet Talk Radio, and Local Newspapers have certainly opened the doors to people learning about, and seeing, the products that Keeping it Positive offers. All the individuals who "follow" the above blogs/press/media will have seen/read/heard about our company and products, and therefore, I feel they are ALL successful methods of promoting my site!

#### 2.) What has been your best selling product so far?

Our Pleasant Dreamz Positive Affirmation Pillowcases are our best selling product thus far. These Pillowcases are one of a kind, and a very unique, fun, and cheerful way to raise your spirit and confidence! To change your thinking patterns to be more POSITIVE starts with saying Affirmations every day,... and these Pillowcases provide that, having the Affirmations right there to read! To walk into your bedroom and see a bright-colored Pillowcase, with 16 Positive Affirmations to make you feel great about yourself is a fabulous thing!

By saying Positive Affirmations daily, this conditions your subconscious mind to think more POSITIVE, be more Confident, Focused, Determined, etc!, and can change your life by affecting your attitude, thinking, behavior and your reactions... making you more SUCCESSFUL!

#### 3.) Besides daily affirmations, what things do you do to remain positive?

I definitely do say my Positive Affirmations daily! :) Whatever we tell ourselves, we believe! and I wholeheartedly have seen how this has "worked" for the positive, and changed my thoughts, attitude and behavior, which has helped in all aspects of my life!

In addition to the Affirmations, playing with my two sons (Zach, 8 and Justin,5) makes me so happy! I love being around my kids, laughing and doing different activities with them. (Laughter also has many health benefits... bringing the focus away from any negative emotions, and relieving stress!) Going places and spending time with my husband, Keith, kids, and also friends certainly puts me in a POSITIVE frame of mind! :)

#### 4.) Do you have anyone that helps you with the design work or do you do it all yourself?

With our Pillowcases and Mugs, I have designed the layouts myself. I am very particular and tend to be a perfectionist... so placing the Affirmations exactly where I want them, centering them, making sure it's exact... has been on me! :).

#### 5.) Have you considered putting a video of yourself, explaining why you started the business on your home page? I think it could really help you increase sales if people could hear your story and see you.

I actually have thought of putting a video of myself, allowing me to tell my story and explain/share this positive and effective "tool." I am very passionate about this, and I agree that this could help increase sales, as more people would understand the benefits of Positive Affirmations... and I will start to work on it! :)

I 100% feel that our Pillowcases and Mugs are... "MUST-HAVE products for your SOUL... to achieve your GOAL!," and the more children and adults I can reach to get our products... the more people will be confident and successful, as they will know that they can do ANYTHING they put their mind to!

Congratulations **Debbie**. You are now an official inductee in the "I'll Never Quit" Club.



Member of the  
"I'll Never Quit"  
Club

Tags: **Debbie Oser**, Entrepreneurial success, Entrepreneurial Spotlight, Keeping It Positive, Pleasant Dreamz, affirmations, daily affirmations

[Share](#) [Twitter](#) [Facebook](#)

[< Previous Post](#)

[Next Post >](#)

Comment

You need to be a member of **No Limits** to add comments!

Join **No Limits**