



Zorells Jewelry Bismarck ND

Owner Tim Ell

Zorells owner Tim Ell has been an entrepreneur ever since he was a small kid. He started his own car towel hand drying business outside S&S Carwash in Mandan.

Zorells opened in 2005, being one of Bismarck's premier jewelry stores they make the biggest moment of people's lives instantly remembered the moment they look at their finger. Ell specialized in Ideal cutting of diamonds and then later moved on to become a goldsmith and store manager of a local mall Jewelry store before starting his own business.

The biggest struggle owner Tim Ell has faced is recruiting new clientele. In the jewelry industry customer loyalty runs deep. When Zorells first opened they initially found it difficult to bring in new clients. After 10+ years in the Bismarck community, Zorells has now established itself as a top Jeweler in Bismarck.

Ell's dream for the future is building and growing the business so that future generations of his family can build

upon and love the business as much as he does. Zorells is looking to expand their current store and offer even more world class designs.

Zorells thrives off of competition. Tim Ell says "I am a very focused, competitive and obsessed business man. Out working the competition would not be any fun if I was just the employee. But it is a real rush as the owner!"

This competitive instinct is the one piece of advice that owner Tim Ell would pass on. He says: "out-work EVERYONE! You can do it if you have three things. Preparation, education and "burn the boat's" determination. And then put the ear plugs in! People will almost naturally try to talk you out of your dreams.

Those are a few of the things many new and prospective entrepreneurs will hear, even from people closest to them. It does not mean those people don't want you to succeed, many times it just means they are scared for you. Those fearful, negative thoughts are contagious and can talk any

entrepreneur out of their dream. If it was easy, everyone would do it!

Tim Ell cites his reason for using ND SBDC: "I knew my weaknesses. And I wanted to work on them. *Sales projections, ROI, turnover, COGS*, were all things I needed to work on and I needed someone to teach me. I worked with Nancy and still do from time to time, even now. She's great!"

In 2004 after meeting with Nancy, they were able to get the complete and accurate data needed to present to the bank and secure an approval for the business loans. Without ND SBDC, Ell is not sure if their loan would have been approved.

Tim Ell recommends ND SBDC services because staff have good insight, and the program educates business owners at no cost. He says it's great for new businesses because "when you first start out you don't have a lot of disposable cash, and getting all the help from ND SBDC at no cost was tremendous."