

In her first six months in business, Greiner signed a deal to create products for JC Penney. Within a year, she was selling her products on cable TV; during her first appearance, she sold 2,500 earring organizers in just two minutes. Within 18 months, her business had earned enough to pay back a \$300,000 loan that she and her husband, Dan, used to launch it. Within three years, Greiner's business had brought in more than \$10 million in sales.

"After I learned what to do, it wasn't really that hard for me. I just started looking around me," she said. "I would ask myself, 'What do I need? What would make things better? What would I like?' "

Greiner's top seller for QVC has been an anti-tarnish cabinet for gold and silver jewelry. More than 300,000 of the \$76.80 cabinets have been sold in four years, according to QVC.

Today, Greiner has offices in the Philadelphia area and near Chicago, where she and husband live. Her days are filled with coming up with ideas or overseeing production. She even buys the products herself to test quality control.

And the flow of ideas is constant. Last month, she launched 10 items as part of her 10th-anniversary celebration with QVC. And her appearances - usually several a month - often offer a mix of new products and best sellers.

Greiner keeps pads of paper everywhere around her house to capture ideas as they come to her, and filling them is never difficult, she said.

"The ideas just keep coming. Sometimes they come more frequently than at other times, but they do come," Greiner said. "There are always things that are needed. There are always ways to do things better. It's all about offering solutions."

She admits there's one room in her home that isn't neatly organized: the workroom where she creates her organizers.

Said Grenier with a laugh: "My little laboratory at home is just filled with stuff. It's my mad-scientist room and it's a mess. It's definitely not neat and organized. Like I said, I'm not a neat freak. But I do know where everything is."