

Bringing Business Home

Levi Leyba excels in multi-faceted approaches to business

By Erica Cardenas

Levi Leyba's business is to help others start one of their own at home.

Leyba created his 142 Now Packet, as a business starter kit that contains 142 home-based business ideas, along with basic forms and advisory materials needed to start a company. The packet is presented in a 3-ring binder, and includes a CD.

This East Valley entrepreneur says the 142 Now Packet will move men and women from thinking about owning a business to beginning their business.

"I would always get a lot of questions on how to start a company, and I realized that as long as I'm here on earth, there's something new that I could learn and someone out there I could help."

Leyba believes in the principle that giving back to the community is a good business practice. A portion of the profits will go to St. Jude's Children's Research Hospital, he says.

He's no rookie in the entrepreneurial world.

He also owns and operates the Zonie Saver, a classified ad magazine distributed free to the mailboxes of residents in southwest Mesa. Each issue contains stories, columns and advertising. Leyba says the saver is not just another weekly throw-away publication.

"The Zonie Saver was created to help the community find bargains and save money," he says.

The first issue was mailed out last September with a circulation of 10,000. Leyba says he's received positive feedback and says gaining his reader's acceptance is more important than getting

people to place large ads.

Even with these two business ventures, Leyba still finds time to direct his talents to another passion – the art of design.

Launched last November, Colour Marketing & Design is a full-service design company also created by Leyba.

From logo and magazine design to Web site, advertising and brochure creation, Leyba saw a need and put his degree in graphic design to use.

The 30-year-old's entrepreneurial turning point occurred back in 2005, after moving to Arizona, he says.

"After college I worked for a big manufacturing company and was in charge of business development," he says. "On one of my many trips to China, I had flown with the VP of the company. It was on that trip, after asking him, 'In 5 to 10 years, will I have a home next to yours?'"

I realized that if I wanted a nice car with wealth of time and health, I wasn't going to get it working for him or anyone else."

Leyba looks forward to following the path of his calling as an entrepreneur.

"This is just the tip of the iceberg. I want to eventually go national with 142 and I'm in talks right now to begin the speaking circuit."

Leyba also says his wife Nycole plays a big part of the business. She serves as the community liaison for the Zonie Saver.

Leyba believes that they're on the



right track. And as far as helping others, his intent is clear.

"I firmly believe in my soul that I came in with a plan to make the earth a more beautiful place... and I get a greater sense of accomplishment helping others do what they always wanted to do."



TOYOTA

**BUSINESS
SNAPSHOT**

142 Now

www.142Now.com

Zonie Saver Magazine

www.ZonieSaver.com

Colour Marketing & Design

www.ColourMD.com