

Kat Chrysostom - Founder of Benefab®, specializing in wearable therapeutic pet products and author of Broken to Branded

In this episode:

- How the tragic horse incident changed the trajectory of Kat's life and how it sparked her entrepreneurial journey
- Her medical and healing journey being her pathway to founding Benefab®—a company specializing in wearable therapeutic pet products
- The *blueprint* in building her multi-million-dollar company – Benefab®
- How building the right collaborators & community also builds your business
- Her book [Broken to Branded: Surpass your fears, find your purpose, and TAKE CONTROL](#) — where Kat shares how she fought back and rebuilt her life by building a successful business + practical business secrets!

In 2011, at age 19, Kat was riding her horse back to the barn when he suddenly stumbled and fell. After Kat regained consciousness, she discovered that her horse was dying, and she was paralyzed.

Having grown up on a farm, in a family full of medical professionals, Kat was always passionate about animal wellness. But she had no idea that it would take a tragic accident to turn her passion into a successful business.

After a long and difficult struggle, Kat found a holistic therapy that helped her regain her mobility. Soon after recovery, Kat began exploring the possibilities of using the same life-changing therapy to reduce pain and suffering on the creatures she loved most.

Kat has built a multi-million-dollar company - Benefab® - which specializes in wearable therapeutic pet products.

Since then, Benefab® has partnered with the ASPCA, a non-profit organization whose mission is to save the lives of animals.

In addition to running Benefab®, Kat loves to help people channel their passion into profit.

Her book, *Broken to Branded*, and popular podcast, *Parables: Life Lessons from a Horse*, are full of true business stories and real-world strategies designed to help entrepreneurs build a successful business without losing sight of their purpose.

Quotes from this episode:

“I allowed myself to celebrate in the small victories. It was a key part of my journey to recovery.” —Kat Chrysostom

“If something didn't work, rather than taking it as a failure, think of 'where's the next fun thing to do?'” —Kat Chrysostom

“Once you have the system in place, it’s a sort of ‘plug and play’ in business which gives you the ability to scale.” —Kat Chrysostom

“It’s who you know and what you do with that. Networking is another great tool in business.” —Kat Chrysostom

“Your vibe attracts your tribe.” —Kat Chrysostom

3 Pearls of Wisdoms:

“Be easy on yourself.”

“Seize opportunity. Go for it.”

Resources:

Kat Chrysostom — Founder of Benefab®, specializing in wearable therapeutic pet products and author of *Broken to Branded*

Website: <https://benefabproducts.com/>

LinkedIn: <https://www.linkedin.com/in/kat-chrysostom-33099b179/>

Facebook: <https://www.facebook.com/brokentobranded/>

Book: [Broken to Branded: Surpass your fears, find your purpose, and TAKE CONTROL.](#)

Link to the show: <https://www.kamiguildner.com/ewr-kat-chrysostom-191/>

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