



# Angelica (Andie) MONET

Helping women business owners create a roadmap to profitable growth

*Photos by Dawn Nicoli  
Nicoli Productions*

There is definitely something to the saying, “What doesn’t kill you makes you stronger.” Angelica (Andie) Monet is a true example of this. Andie had a troubled upbringing with a mentally ill mom who threw her out when she was just 15 years old with just the clothes on her back. Her mom said she didn’t want to be a mother anymore and wanted to live her life. Prior to that, Andie was often left with strangers, one sexually molested her at the age of 8. Andie did not tell anyone until years later, when she confronted her mother, who did not take responsibility for creating the situation that allowed the abuse to occur. She later found out that her mom suffered from bipolar disorder.

Despite being forced to live on the street for months, Andie was determined to finish school and start college no matter what, because she understood the importance of an education, dropping out was not an option in her mind. Andie graduated high school at 15 and immediately started college. This was no easy feat since she didn’t qualify for financial aid. Andie said, “they told me that I couldn’t possibly live on this, so someone must be helping me. How ironic.” Finding a place to live was equally difficult. “I ended up sharing a 12-foot trailer with two drug addicts, because

at 15 I could not sign a lease to get my own place. She woke up at 4:00am, went to college and studied engineering and physics, worked full time, studied all night, and ended up in bed by about midnight. She did this for years.

It was Andie’s work ethic that kept her going. No matter what job she had to do, she was sure to always be the best at it. “I always felt that I needed to excel, and it didn’t matter if I was a cashier, janitor, or in a clerical position, I made sure I was the best at whatever it was I was doing.”

Despite all the troubles in Andie’s life, including an emotionally and physically abusive now ex-husband, being homeless multiple times, almost dying from the birth of her 2nd child, and also having Lyme Disease, she always managed to look at the bright side. “As bad as things got, I always told myself, things could be worse. If I didn’t like school as much as I did, where would I be. I could have ended up with a drug problem. I recently read something that stuck with me. A woman was telling how her husband had a heart attack and went from being perfectly healthy to dying within a week and the woman was feeling bad about her situation, when someone said, look, it could have been worse. What if your husband was driving with

your children in the car when he had the heart attack? So, I always remember this and realize that things could always be worse, so just be grateful for what you have.”

After a brief failed marriage, Andie decided it was time for a new adventure. She packed up and moved to Washington State and decided to get her accounting degree. She graduated Summa Cum Laude and earned a Bachelor of Arts in Accounting from St Martin’s University in Lacey Washington, when her daughter was just three years old. She had a toddler in tow, was attending school full time and held a full-time job, but she did it.

Because Andie always had grand desires to make a difference in the world, she knew her current path in the accounting field would not get her there. Having her first senior management role at one of the biggest accounting firms in the world by the age of 20, and her first executive role at a multi-billion dollar company by 35, she started randomly asking people she knew how she could get into international work because she thought she could make a difference. “I ended up in the world of international economics and finance. Being self-employed for several years already, I ended up with Planning Systems International, Inc. as a client. Not only did the CEO become my friend and first ever mentor, the role allowed me to go into other countries and make a difference to improve the financial and economic infrastructure of entire countries. I worked on projects with the World Bank, IMF, and Trade and Development Agency. I worked in 13 countries.” She worked full time in this management consulting arena while attending Whitworth University in Spokane Washington for her MBA and eventually began her Ph.D. degree in Economics at Washington State University.

The political climate in some of these locations was a bit scary, and Andie still had a daughter to consider, so it was at this point that she walked away from the excitement of international travel. Instead of focusing on making a difference in other countries, she took that passion and used it domestically in the U.S. She believes that “small businesses not only



bring communities together, create jobs, and advancements in technology and economic success, but are also the backbone of this country. Unfortunately, they also don't know what they don't know. So being successful in the long-term is either expensive or painfully difficult." Thus, a new business was created, Strategic Solutions & Development International (SSD).

SSD capitalized on Andie's then 20 years of expertise in finance, accounting, operations, management consulting, marketing, and plain old hard work. "In a nutshell I help women business owners create a roadmap to profitable growth so they can have clarity, feel sure, and be confident about making future business & financial decisions effortlessly. This can be from overall and overarching areas of business development, to strategic and tactical solutions, to streamline processes. Or it can be tactical and specific such as sales strategies, pricing methodologies, and strategic cost reduction. Ultimately, I want to get them "unstuck".

What sets Andie apart is that she cares about the people she works with. "It's not just about making a buck. It's about being there for them in all areas of their life, not just their business. Everyone needs help. Sometimes it's helping them with their elevator pitch, clarity on their vision, or more effective networking strategies. Other times it can be as simple as giving a hug and words of encouragement. Sometimes it's a referral to a trustworthy attorney or a hospice care facility. Sometimes it's showing up to a child's soccer game, because one of their parents couldn't make it."

I asked Andie who her ideal client was. "My passion is with startups and businesses that haven't been opened very long because those people need the most help. They don't know who to trust. They don't know who to talk to. They don't know what to ask. They just know that they need help or something is not working." What Andie often finds is that most of her clients get into business because they are passionate about what they do, but often they have no idea how to turn their passion into a functional and profitable business. This is where Andie steps in. She will help with decisions such as, "How much should I

spend on marketing?" "Who is my target audience?" "Do I need a vision or mission statement?" "When do I hire people to help me?"

I asked Andie what she would say to someone who wanted to pursue a similar career path. Her answer: "I would suggest that they start out by getting a job working for a management consultant, so they can learn the ins and outs of growing and developing new businesses. It is tough to just jump into this field



out of college without first working for an established consulting firm to gain knowledge and experience."

What is it that makes Andie successful at what she does? After overcoming so much adversity in her own life, she is determined to help others and to make a positive difference in the world. "I help women-owned small business owners who don't make enough money, who

are not profitable, and who need more hours in the day. I can fast track them to profitability and clarity by increasing sales through business development, strategic planning, marketing, utilizing social media, SWOT analysis, and building their own unique vision. Aside from being a mother, the thing I am most passionate about in life is helping women overcome their business challenges, with inspiration, support, mentorship, tools, & resources. I want to help them reduce, or even avoid, the many pitfalls and challenges that I had to overcome in my business. My dream is to significantly decrease the statistic of failed businesses."

Andie has plans for the near future to help provide valuable information to new business owners or aspirational entrepreneurs, even though she also now has an active 6-year-old son. "While my personal Instagram account is all motivation, inspiration, and mindset, I will be starting a daily Instagram Live Q&A in June for business owners to ask questions live and get some feedback. I'm also starting a charity to offer support to small businesses hurt by the COVID-19 pandemic. And I'm building out my Pinterest and YouTube platforms this year, to share free valuable content for business owners across all platforms. My purpose is to help people lead stronger, financial healthier, and long-lasting businesses. To that end, I am also launching my first 6-week online group course in June, called "Create your roadmap to profitable growth in 45 days" and launching my first 6-month group bootcamp for women business owners, which is an addition to my current 1-on-1 consulting services. When I wake up every morning, I ask God to bring people into my life who I can be a blessing to. Whose prayers can I answer today with the strengths that I have learned and earned? Who will it be today?" This is a woman who deeply cares and wants to make a difference in the world.

For more information or to find out how Andie can support you, go to:

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**Youtube video:** <https://www.youtube.com/watch?v=am1PZWpc4og>

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