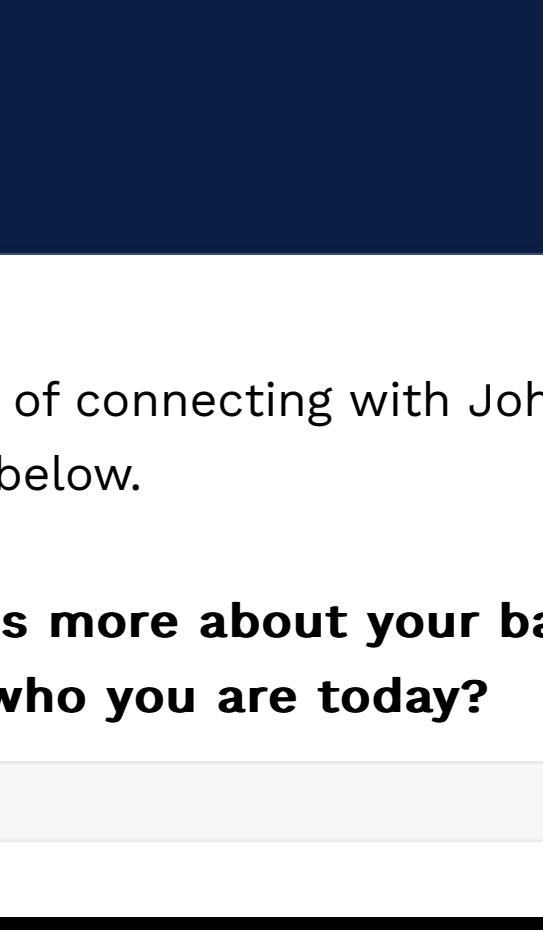


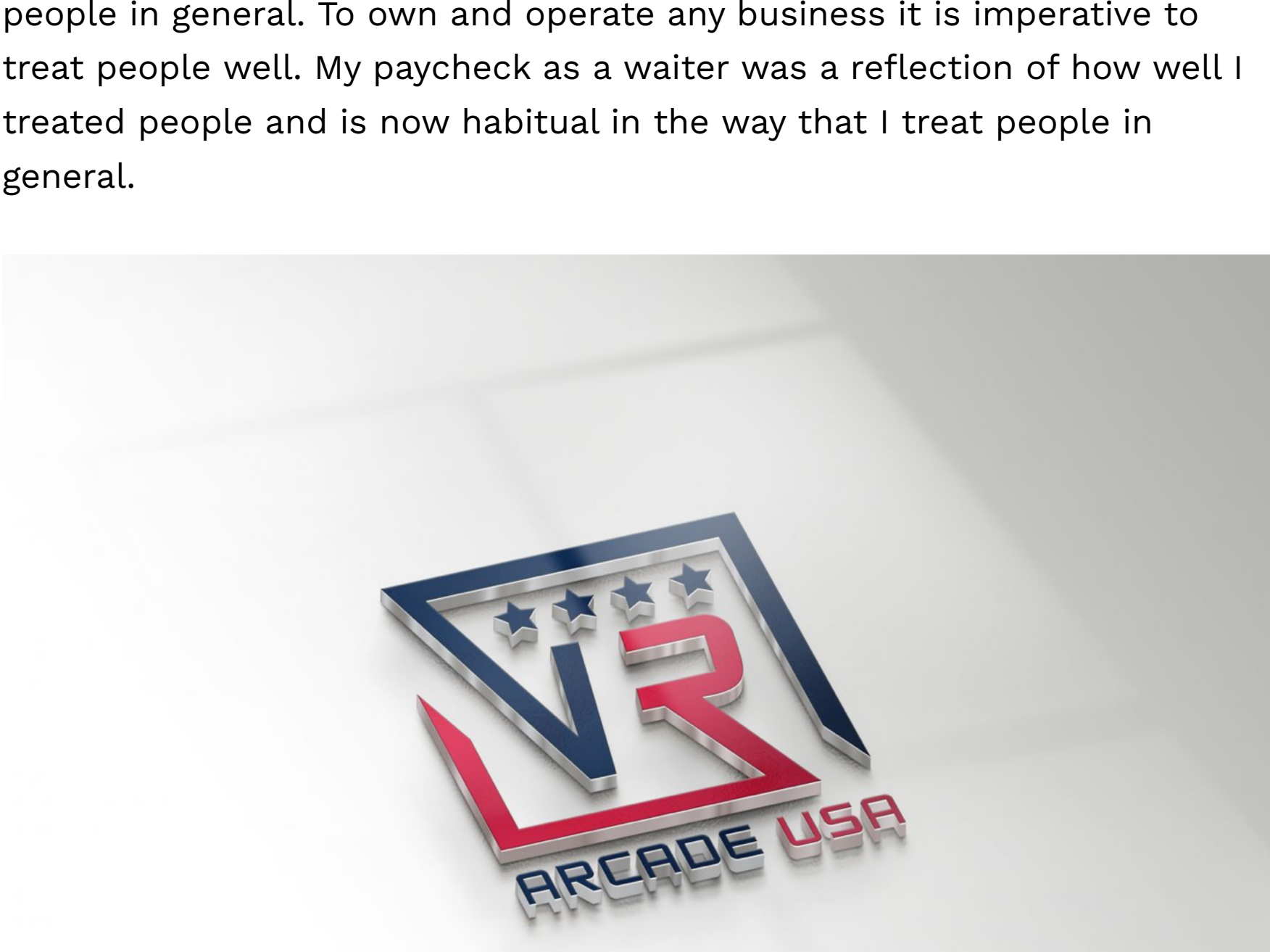
## Meet John Iverson | Entrepreneur

October 26, 2021 · [Leave a reply](#)

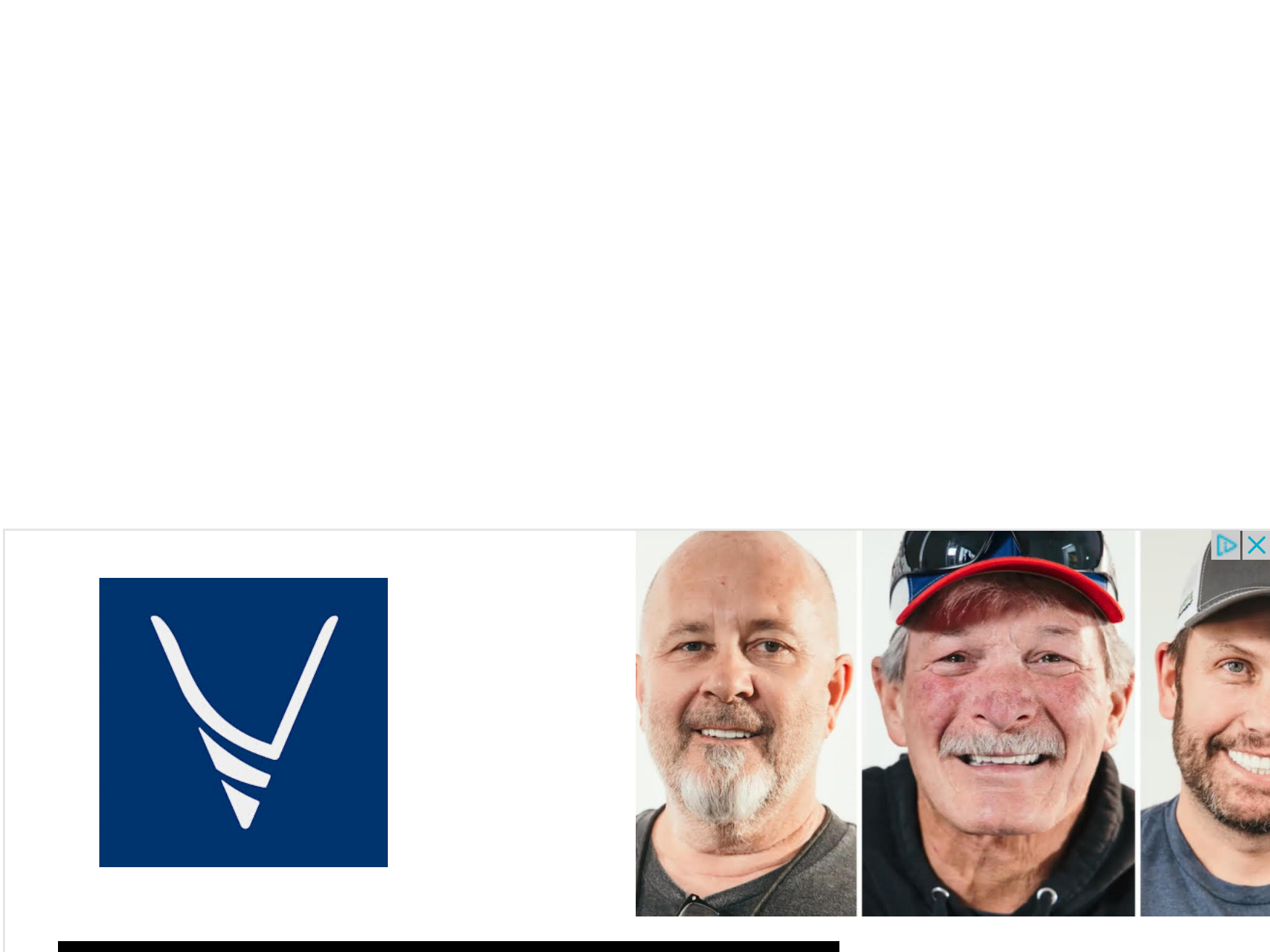
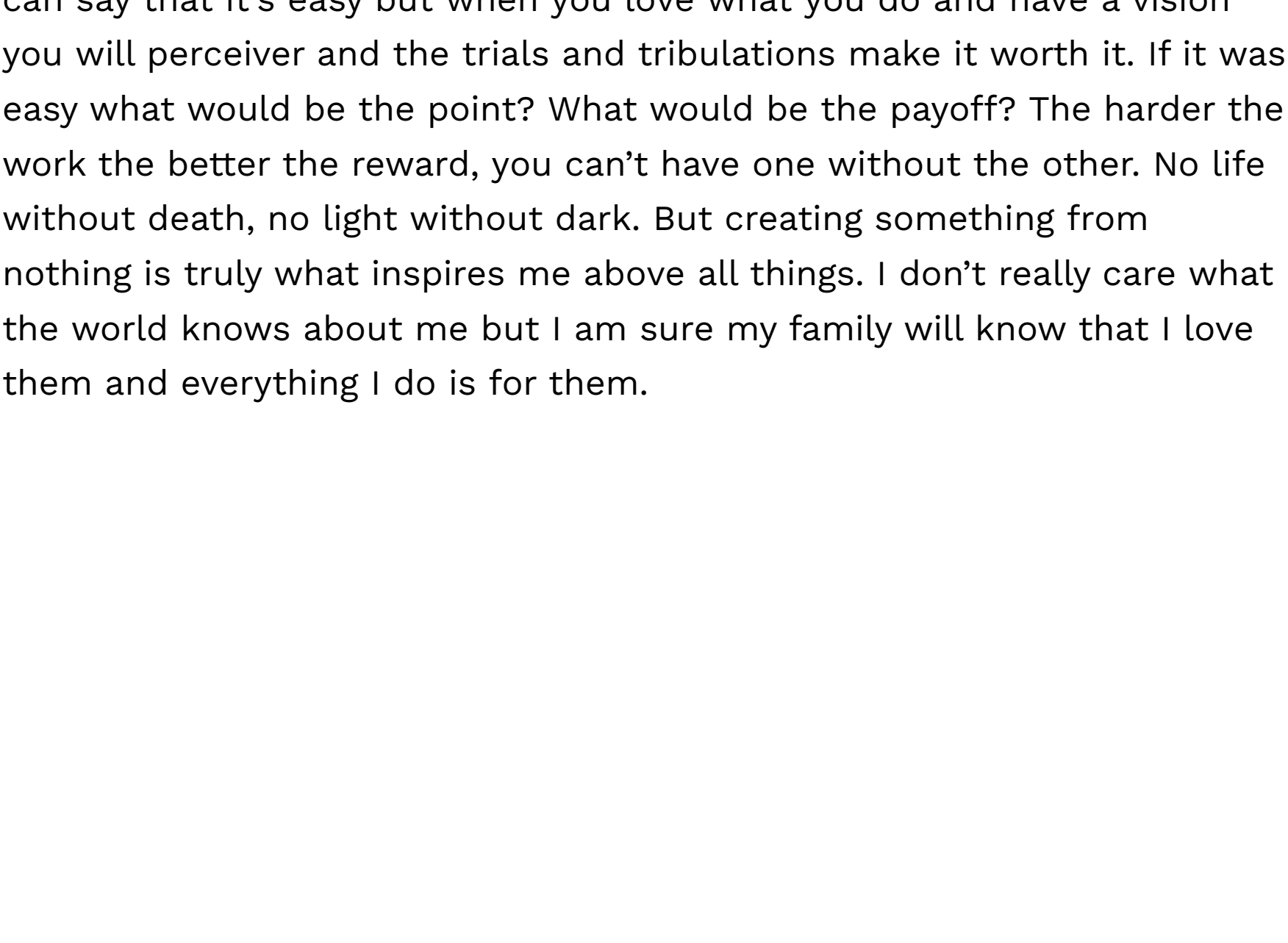
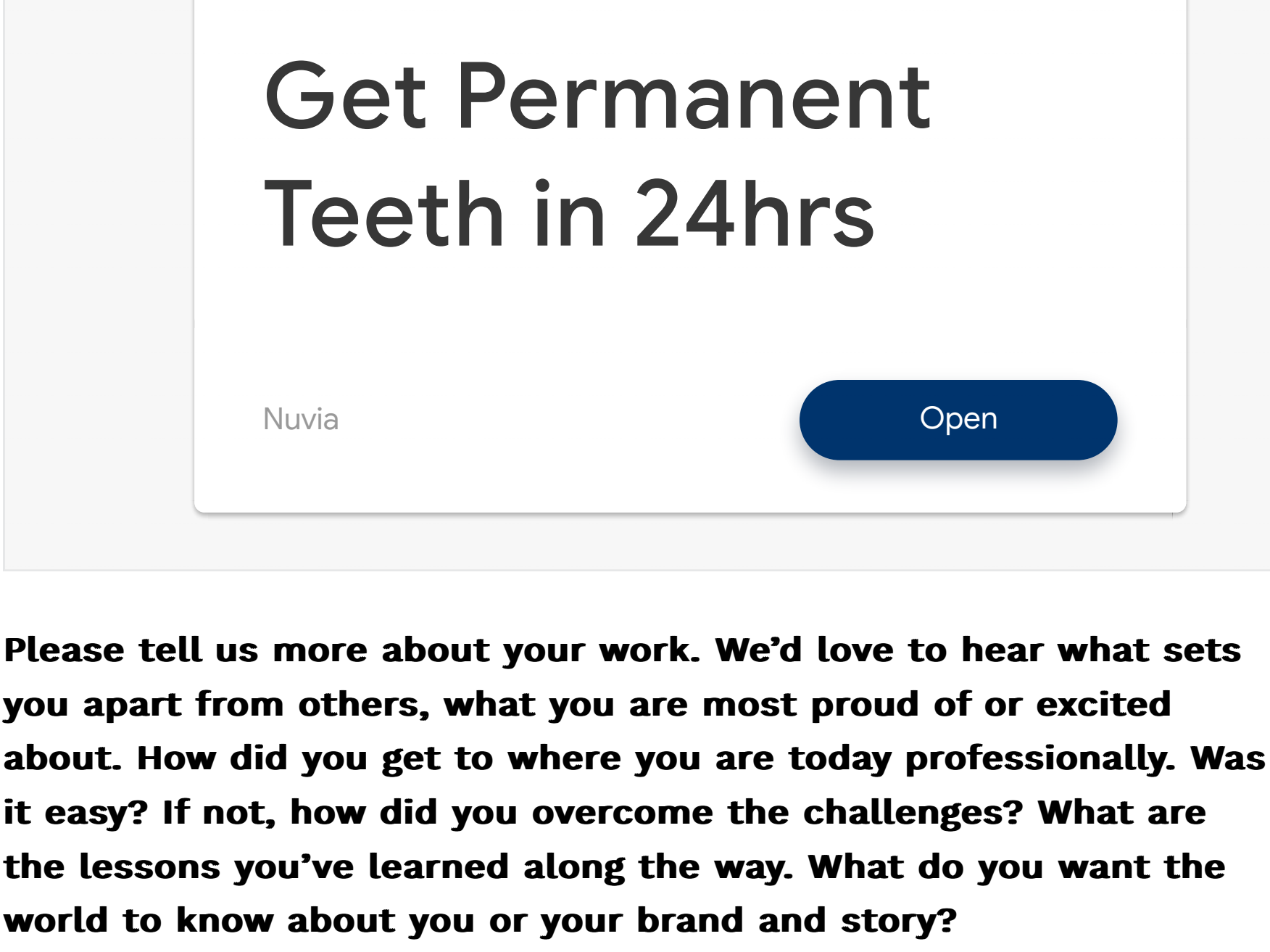
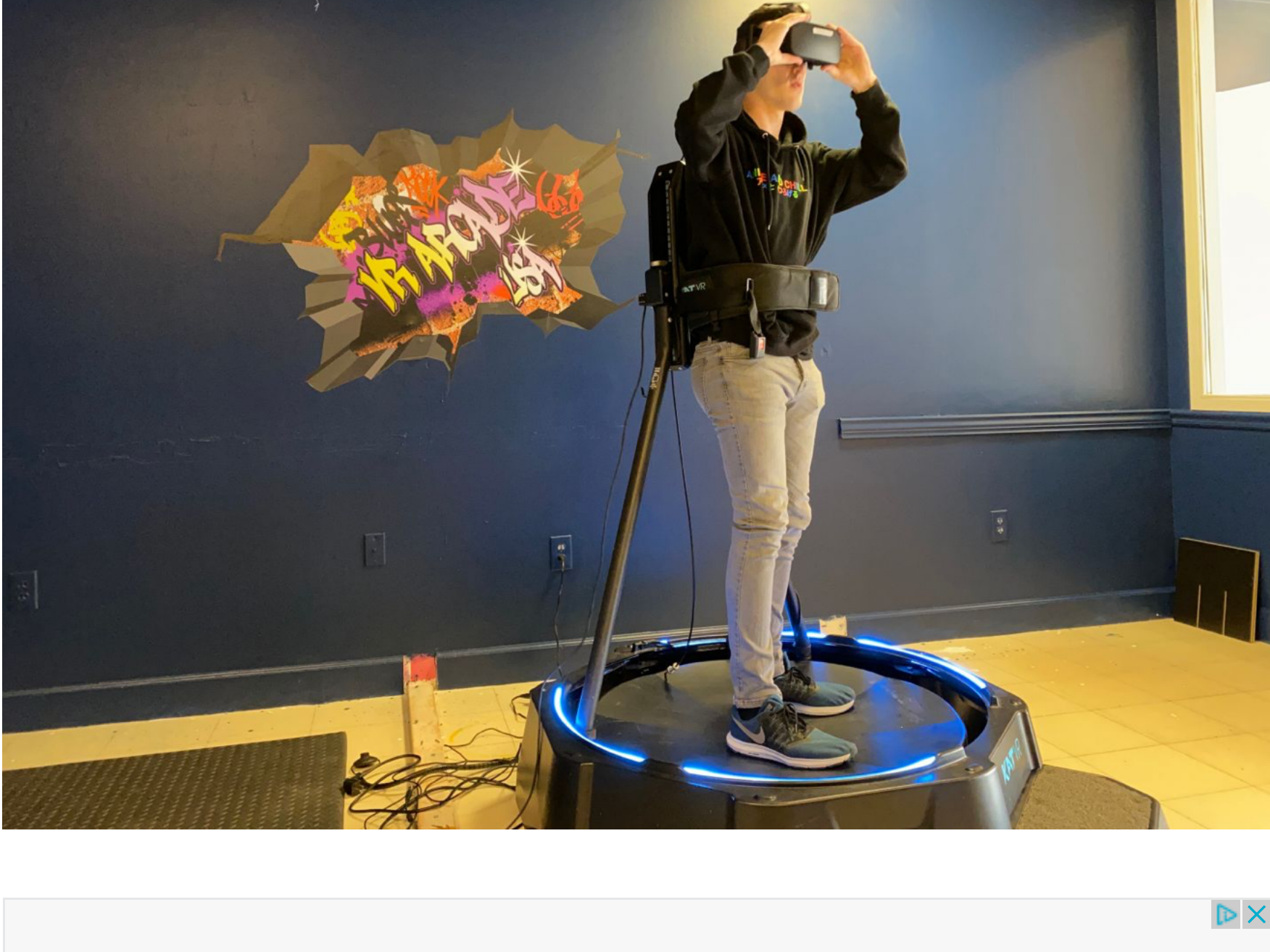


We had the good fortune of connecting with John Iverson and we've shared our conversation below.

**Hi John, can you tell us more about your background and the role it's played in shaping who you are today?**



I grew up in Arvada/Westminster Colorado where my step-father ran his own fireplace installation company. That is what inspired me to start my first business in third grade, although I think that entrepreneurial spirit was innate in me. After my Mom separated from him it was apparent that if I was going to have anything I was going to have to work for it. I worked a few different jobs but benefited most from my experience in the service industry in my most formative years. Good customer service is rooted in humility and selflessness that translates into the way that you treat people in general. To own and operate any business it is imperative to treat people well. My paycheck as a waiter was a reflection of how well I treated people and is now habitual in the way that I treat people in general.



**Please tell us more about your work. We'd love to hear what sets you apart from others, what you are most proud of or excited about. How did you get to where you are today professionally. Was it easy? If not, how did you overcome the challenges? What are the lessons you've learned along the way. What do you want the world to know about you or your brand and story?**

Can this be answered without being cliché? No one that starts a business can say that it's easy but when you love what you do and have a vision you will perceive and the trials and tribulations make it worth it. If it was easy what would be the point? What would be the payoff? The harder the work the better the reward, you can't have one without the other. No life without death, no light without dark. But creating something from nothing is truly what inspires me above all things. I don't really care what the world knows about me but I am sure my family will know that I love them and everything I do is for them.

