

Bibliography

1. American Business Women's Association. Website. Accessed September 2019. <https://www.abwa.org/>
2. Dansky . "Learn How to Draw a Heart Shape in Adobe Illustrator." YouTube video. 0:15. Posted July 31, 2015. https://www.youtube.com/watch?v=m4DHPV_oZNE
3. Color Psychology. Website. Accessed October 2019. <https://www.colorpsychology.org/>
4. Ellevete Website. Accessed September 2019. <https://www.ellevatenetwork.com/>
5. Michael Olson, customer interview, October 13, 2019.
6. National Association of Professional Pet Sitters Website. "5 Tips for Pet Sitters Who Encourage Reliability From a Pet Parent". Accessed September 2019. <https://petsitters.org/page/5TipsforPetSittersWhoEncourageReliabilityFromaPetParent>.
7. Passion. (n.d.) In Wikipedia. Retrieved September 2019. [https://en.wikipedia.org/wiki/Passion_\(emotion\)](https://en.wikipedia.org/wiki/Passion_(emotion)).
8. Pet Sitters International. Website. Accessed October 11, 2019. <https://www.petsit.com/owners>
9. Sara Meyer, customer interview, October 15, 2019.
10. Simon. "Empathy in web design: How to stimulate emotions using colour." May 2016. Marvelleous Website. Accessed October 2019. <https://wearemarvellous.com/colour-emotion-and-web-design/>
11. Sonja Karbo, personal interview, September 14, 2019.
12. WomenVenture's Entrepreneurship Information Session, October 4, 2019. Held in Minneapolis, MN.