**TITLE: MOTIVATION(S)**

**BY: PERCY SWINT**

I was an excited young undergraduate that was broke. Back in 2007, my money flow was Mommy-Flow. I just remember stressing about the money I didn’t have and I was never fully comfortable depending on others, even if it was my mom providing for me.

I needed cash. But first, I had to figure out a way to get it.

“Maybe I should work in the Caf’ (cafeteria), No, I’d rather eat food only, and the only thing I’m cleaning is my room…” “I should get a job off campus… nah, unless it’s a party, I’m not leaving” “Or maybe I should work in the library? No… I would be the loudest one there”

None of these jobs were for me – no disrespect to those who were employed at these different places. I had to make money and enjoy doing it.

It’s hard to recall this specific conversation, but my Mom and I thought it would be a great idea to sell T-Shirts with my custom made graphics printed on them. I grew up sketching and I always got praise for my art, so I was completely ready to start my own “little shirt” company. I named it, Lane Swint.

Once I started designing my logo and sketching out different designs, my friends knew I was serious and they became excited. They began to throw in their two cents and joked about being “those dudes” on campus. At this point I had a lot of designs ready to go. I was ready to get some shirts printed and begin advertising.

My computer crashed.

Because I kept ALL my work on my laptop, I learned the hard way of keeping back-up files. I lost everything: music, pictures, videos, and Lane Swint. It was over.

In August 2011, I graduated with my Bachelors in Landscape Contracting-Design. I was eager to get into the industry and work my way up. After searching for positions and communicating with different companies I became really frustrated for a variety of reasons. These are the most hated two:

***Experience*** – I would hear, “Sorry but we are looking for someone who has experience outside of education”. The thing that pissed me off most is when it was an entry-level position!

***Starting from the Bottom, All the Way at the Bottom*** – “You are interested in our design position, we would have you start in the field – the duties required are – picking and whacking weeds, cleaning debris, watering flower beds, etc.” You mean to tell me, after four years of college and design I am being positioned in a job that does not require a degree?!

Then I had those interviews where they went great. This was verified by the President of the company. But after months of reaching out, still no response. After a while I couldn’t deal with these companies and their hiring systems. Unemployment wasn’t fun and loan repayments started to creep up.

I decided to depend on myself.

In fact, I decided to take what I’ve learned in school and start my own landscaping company. I was back at the drawing board, sketching up a new logo, making flyers, and definitely backing up everything! I think it’s amazing that I’m creative and crafty because I didn’t have to depend on others to create things necessary to start a business. And for the things I didn’t understand, I researched.

My new company was called Lane Swint Landscape Design.

Was it successful? No. I wasn’t getting jobs on the consistent basis and I was mostly marketing to kids I went to school with, which none of them were homeowners. Therefore, they owned no land to landscape.

Loan repayments were right around the corner. The only option that I felt I had was getting a paycheck to paycheck job, that would pay the bills. Whatever it was, it had to be temporary. I could never see myself settling for anything less than I wanted.

A close friend came through and got me a job as a “Retail Sales Consultant” - a fancy title for a salesman. She worked there and they were hiring, so there I was, selling phones. Being outgoing and personable made it easy for me to communicate with the customers. It was my boss who couldn’t communicate with the team. She didn’t know how to manage a team and she really complicated things for us. I wanted to find something new as soon as possible.

Around this time, one of my cousins came to me to design a shirt and logo for his anticipated clothing line. I created the work and I got really involved with his brand. Once we printed the shirts and shared them with the public, I got some amazing feedback from friends, family and strangers. Within a short period of time I sold over 30 shirts. It was a really great feeling and it was funny that I tried doing this very same thing freshmen year of college. I knew I could do this on my own and I began to think of the rebirth of Lane Swint.

As I began to think about starting my own T-Shirt business again, I had a different mindset. I thought, now I’m developing a clothing line – one with an identity. I want to share something with people through design, while courageously being myself.

I went from selling phones to a desk job as a Software Tester, at a Medical Imaging Firm (I currently work here). Over time, I realized I disliked this new job more than selling phones. Better pay didn’t make me happier. Comfortably sitting at a desk in a cubicle was never my idea of “The Dream”. Between the two jobs, I could list numerous things made me miserable. Fortunately I took Lane Swint with me. Really focusing on what I wanted Lane Swint to be made some days in the office easier. There was no way I was giving this up, again.

Because of everything I been through, between 2007 and 2012, Lane Swint was no longer motivated by money. It was an idea formed through my experiences. I won’t say my blood, sweat, and tears, because I don’t think there was any blood involved :)

Honestly, Lane Swint has been motivated by the very things that have held me back, like: 4 years of college (whether useful or not), the lack of communication from unprofessional professionals, the nagging boss, a lifetime in debt, the painfully slow days in the office, 40+ hours every single week doing undesirable things, biweekly paycheck, the hesitation to get up in the morning, I mean I could go on…

But perhaps all of these things held me back, just to excel me forward. All these things have made the brand what it is and what it will be.

What is Lane Swint?

Lane Swint is a brand that hopes to inspire everyone to follow their heart’s desire. We deserve a lifestyle happily lived, regardless of the normality of society, or any circumstance. Most importantly, we as a people have to encourage one another to do so. Dreams are so much closer when there is a helping hand. This brand will do a lot for people, just as much as it is doing for me personally.

And who am I?

I’m really just a guy who genuinely wants to see everyone get there’s. I’m fighting to get to the top to live a life at my own pace, not the one someone has set for me. And they say “It’s lonely at the top”, so that’s an even better reason to bring those around me, with me.

As of now, I have recently launched the official website where anyone can go and get some inspiration and shop for LS Designer Tees. I’m happy how far I have come and excited about where I’m going. I think it is important to enjoy the journey, to your destination.

Looking forward, I see Lane Swint impacting a lot of lives, while at the same time providing people with quality clothing, and other endeavors we deal in. Looking back, this was an idea driven by money. Now, the driving force is the idea of inspiring one another, because we can do better when we treat others better.

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