

# **How to Succeed in biz-Ness by Really Trying (Logan's Story: Episode 8)**

**Brainline.org**

*As featured on Bizkids. [www.bizkids.com](http://www.bizkids.com)*

LM: Logan's Mom

L: Logan

MD: Magazine Designer

P: Photographer

D: Designer

LM - This is my daughter Logan...

L - And I'm a Biz Kid!

-Sound of cameras-

Logan's mom: In 2001 Logan had a heart attack, she fell into a coma. She sustained a traumatic Brain Injury.

Logan: A bad one

LM: it took about a year before she could stand  
Life was going to be different but it wasn't over  
We did therapy at home and she was getting bored to death hanging out with her mom everyday. And for fun we decided to do a mockup magazine, and then her school teacher saw it and said "wow logan you should do this idea" They hooked us up with different people that showed us how to do it.

L: I created a magazine for people like me.

LM: We could feature products we love that have helped logan

L: It's a pencil grip, that I use for my eyeliner

LM: from a mom that emailed logan that said, thank you for being such an inspiration.

MD: If you're going to start a fashion magazine you need a design firm, and that's me!  
Producing a magazine is pretty complicated but it's also a blast. The coll thing about logan is that she just dived into the project, and unknowingly really what they were getting into. It really didn't matter what it took.

L: Making a magazine is really complicated

LM: We did go to people that knew how to do it and they shared with us the tips and advice that we needed.

MD: Well they came in totally green and it was fun to see them go through the process and the learning curve. Because its super complicated and there's a lot to it, a lot more than people realize. Well you have to figure out the flow of the magazine, you have hire a photographer, there's budgets and printing and bids and you know it's hundreds of hours and people just don't have a clue, really.

P: In this business persistence equals success. On this logan project theres a lot of action, things are actually happening.

D: Alright here are some new spreads for the current issue, its actually using Bethany Hamilton it's the surfer in Hawaii had her arm bit off by a shark.

L: It feels good to be helping people that need it.

P: One of the things that logan has is tenacity, you can really see that she sticks with it and gets it done.

MD: I have never met anyone with more drive and inspiration than Logan. They're bound and determined that they're going to help these kids with disabilities.

**End of Program**