

How Google tools are helping this small business owner find her focus and grow her business

Challenge

Founder Marissa Grubb launched The Overthinkers Club as a creative outlet for her neurodivergent journey, designing apparel with messages like "Be Kind to Your Mind" to help foster self-compassion in others navigating the same struggles. But as the passion project quickly resonated and grew, her personal journey collided with the demanding realities of running a small business. For Marissa, the hardest part was simply beginning—facing the paralyzing blank page or an overflowing inbox. Routine administrative tasks could consume agonizing hours of intense focus. To keep her business growing, Marissa needed a structured way to find mental clarity and streamline her operations.

Solution

To find quiet amidst the operational noise, Marissa integrated Gemini as a collaborative partner. Instead of struggling to phrase things perfectly, she uses Gemini to unpack her ideas and organize her thoughts into structured outlines. When overstimulation causes a creative block, Gemini serves as the perfect sounding board, helping her draft customer emails and design digital product mockups. To shift from organic word-of-mouth to intentional digital growth, Marissa leverages her Google Business Profile to anchor her brand locally during pop-ups and Google Ads to connect directly with shoppers.

Impact

Collaborating with Google's AI tools has transformed Marissa's operations. Drafting newsletter content that once took three hours is now done in under fifteen minutes. On the creative side, generating digital mockups has saved thousands of dollars in early-stage product photography. Her Google Business Profile is also putting her business in front of more people. "Most people who discovered us weren't searching for us by name — they searched things like "clothing store" and Google put us in front of them. Our Business Profile turned strangers into walk-ins." says Marissa. With this extra support, Marissa has been able to focus on what matters most to grow her brand, including successfully securing a residency at Toronto's Stackt Market. Ultimately, Google's tools are helping her scale and boost productivity, all while honoring the natural way her mind moves.

The Overthinkers Club

"With ADHD, the hardest part is simply beginning—facing the paralyzing blank page. Gemini serves as a collaborative sounding board that turns my ideas into clean, organized plans, freeing my energy for the creative work only I can do."

Marissa Grubb, Founder

