

CLIENT SUCCESS STORY **STUDIO GLASS**

PENNSYLVANIA

SBDC

Small Business
Development Centers
Duquesne University



CRAFTING SUCCESS: HOW DAN BUCHANAN TURNED CREATIVITY INTO A THRIVING BUSINESS

For Pittsburgh entrepreneur Dan Buchanan, creativity has always been a driving force. But turning that creativity into a sustainable business required more than artistic talent—it required a strategy for growth. When Dan first connected with the SBDC, he was working a day job while operating a glass manufacturing business from his home on the side. He had developed his craft and established a foundation for the business, but his larger goal was clear: grow sales enough to leave his day job and pursue the business full time.

The SBDC worked with Dan to identify opportunities for building a stronger network of contacts and referral partners. He also received guidance on improving his digital marketing efforts through Facebook and Instagram, strengthening his website, and expanding his reach through Etsy. With a clearer marketing strategy and new approaches to reaching customers, Dan steadily grew the business. Revenue increased from \$20,700 in 2022 to more than \$100,000 in 2025—nearly five times his 2022 sales. That growth marked an important turning point. Dan was able to leave his day job and devote himself fully to his glass business, transforming what began as a creative side hustle into a sustainable source of income.

Dan's journey demonstrates what can happen when creative talent is paired with strategic business guidance. By building stronger connections, improving his marketing, and expanding his sales channels, he created an opportunity to make a living doing work that draws on his creativity—and laid the foundation for a business that can continue to grow in Pittsburgh.

SBDC ASSISTANCE

Help with developing a network of contacts to increase revenue. Assistance with marketing improvements, including social media, and website presence.

CLIENT IMPACT

Revenue grew from \$20,700 in 2022 to over \$100,000 in 2025.



Growth in sales has
been phenomenal.

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