

Rainylune

By: Olive Pfalz

So, we've all seen small businesses on TikTok. They sell everything from phone cases to stickers to ash trays. But, what is a small business? Small businesses, in simple terms, are privately owned businesses that have less employees and revenue than normal corporations. Realistically anyone can start a small business. In fact, a lot of small businesses are just one or two people running it by themselves. The business I'll be highlighting today is run by one person.



But recently I've found a small business I adore. The name of it is RainyLune, and it is run by Rachel. She draws frogs and then turns them into enamel pins, stickers, plushies, phone backgrounds, keychains and various paper goods. She sells through own website as well as a Patreon with four tiers.

On her website ([rainylune website](#)) you can see all of the products she sells. Rachel's art is all very cute and you can see how stylised her work is. The frogs she draws all have a very round body with very stubby arms and legs.

On Rachel's Patreon ([rainylune patreon](#)) you can see her phone backgrounds with the little frog and special codes for her website. She currently has 1,286 patreons spread amongst four tiers, nine dollars, fourteen dollars, twenty dollars and thirty dollars. I paid for the \$14 USA one which means I will get one pin and three stickers every month until I stop paying. I subscribed late December and I can't wait to see what stickers and pin I get.

I feel like everyone has a small business that they really like, and this one is mine. It's just a website run by one person who likes drawing frogs. Something about silly frog stickers and keychains makes everything a lot simpler.