

# Mompreneurship & Having It All

## Running a Business, Raising a Family



**Jenny Fenig, life + career coach**

**\* unleashing the peaceful power of women to create inspired lives \***

If you're looking for a way to take more control over your career and family life ... if you have an idea that you want to make a reality ... if you're simply curious if you have what it takes to be a mompreneur, you're in the right place.

### SETTING THE STAGE

#### **Are you an entrepreneur?**

If you're a mom, you're an entrepreneur.

Whether you're a stay-at-home mom, a mom working full-time in the private or public sector, or you are already a business owner, this information is relevant for you.

#### **What is a mompreneur?**

A female business owner who is actively balancing the role of mom and entrepreneur.

There has never been a better time to take control of your career, your life and your economic future – starting today.

#### **Why is NOW an ideal time?**

It's no secret that the American economy is struggling and the New Economy is emerging. Guess who's in charge of the new economic landscape? YOU! That's right – moms are in charge, controlling \$8.5 trillion in annual consumer spending.

In the New Economy, there is a transfer of power: from the hands of the few to the hands of the many. Economic sustainability is the newest social cause and women are taking the reins.

#### **What's aiding in this monumental shift?**

Two words: Social media. Tools like Facebook, Twitter, Twitter Moms, LinkedIn, YouTube, blogs and more are giving women the ability to connect with each other in real time. They are sharing stories, tips, and ideas. They are collaborating and developing partnerships. They are rewriting the rules of business, mom-style.

### THE NUMBERS

The numbers behind the story are fascinating and have the power to change work and family life in revolutionary ways.

- More than 11 million female entrepreneurs in the U.S., making up 48% of all businesses
- Women are starting businesses today at twice the rate of men
- Forecasted growth of women-owned companies from 48 to 55 percent over the next 5 years

### SOCIAL CONDITIONS BEHIND THE NUMBERS

According to a recent poll by Oprah Winfrey of 15,000 working and stay-at-home moms, two-thirds of the working moms said they would quit work and stay home with their kids if they could. Among the stay-at-home moms, more than one-third wished they worked outside the home.

So, we've got two things at play here:

- A huge number of women looking for a solution to a problem
- The power of technology at our fingertips

These components combine to contribute to the next women's revolution, which some would dub a family revolution. This is our chance to build another system that allows us to achieve personal and professional fulfillment without compromising our desire to be great moms.

Are you ready?

### 5 W'S OF MOMPNEURSHIP

Now that we've discussed the numbers behind this huge shift, let's answer some of the **common questions** about mompreneurship. These questions are boiled down into the 5 W's: who, what, when, where and why.

#### **Who is cut out to be a mompreneur?**

Any mom! Many women who would never have thought of themselves as entrepreneurs are startled by their ideas spurred by motherhood.

**What are the ways a mompreneur differs from any other entrepreneur?** A mompreneur's motivation, workstyle and ideas all stem from the magical world of motherhood.

**When do mompreneurs work?**

It totally depends on the mom. Some work a few hours a day. Others are focused on creating an empire, hence are putting in the time to create something huge. The common thread here is that mompreneurs want to be their own boss. Most don't work 9 to 5. Rather, they set up their schedules so they can spend special time with their children. They bring their laptops, Blackberries and iPhones with them wherever motherhood takes them.

Don't be fooled in thinking you don't work hard when you're working for yourself. On the contrary, it's the hardest you'll ever work ... because you're working for YOU ... and you want the best. It's also ultra-fulfilling because it's your vision you're bringing to life every day.

### **Where do mompreneurs work?**

Home is usually mompreneur headquarters ... at least at first. Wifi has become moms best friend ... and has allowed work to go virtual. Mompreneurs wielding laptops and cell phones work at Starbucks, the library, the park ... even in their car. It's amazing the places moms find they can get some work done.

### **Where do mompreneurs find inspiration?**

Everywhere! Moms realize all kinds of needs that aren't being met and then think: there's got to be a better way. And usually there is.

Often times, it's not a product that inspires mompreneurship, it's motherhood itself. For many, the desire to be home with their children motivates moms to create businesses that fit organically into their family lives. It's important to note that some moms start businesses that have NOTHING to do with motherhood, but these businesses give them the opportunity to work from home or work flexible hours.

The key is FLEXIBILITY.

### **Why do mompreneurs work?**

The reasons are endless. For some, it's to bring in money. Others want to have something stimulating to do in addition to motherhood. For many, they have a huge desire to see a social change in the world.

It's interesting to note that while some mompreneurs experience significant financial success, most don't go into business expecting huge money returns. This is a VERY different mindset from traditional entrepreneurs.

## **NOW WHAT? RESOURCES**

Ready to take some action? Whether you already a business owner or are just starting to dip your toes into the mompreneur waters, you will increase your odds of success by developing a support network. Don't go it alone! This is the single most important key to you THRIVING.

So, you may be asking ...

## Where do you turn for support?

### MEMBERSHIP ORGANIZATIONS

Some are paid, some are free.

- Ladies Who Launch: [www.ladieswholaunch.com](http://www.ladieswholaunch.com)
  - Sign up for email launch tips!!
- Collective-E: [www.collective-e.com/](http://www.collective-e.com/)
- Ali Brown's Millionaire Protégé Club: [www.alibrown.com/content/millionaire-protégé-club](http://www.alibrown.com/content/millionaire-protégé-club)
- The Mompreneur Club: [www.mompreneurclub.com/](http://www.mompreneurclub.com/)
- Mompreneur Café: [www.mompreneurcafe.com](http://www.mompreneurcafe.com)

Field-specific associations/groups

- International Coach Federation
- BlogHer
- National Association of Professional Organizers
- Many, many others!

### BOOKS

- "The Mommy Manifesto" – Kim Lavine
- "Mommy Millionaire: How I Turned My Kitchen Table Idea into a Million Dollars and How You Can, Too!" – Kim Lavine
- "Career Renegade" – Jonathan Fields
- "The Mom Inventors Handbook: How to Turn Your Great Idea into the Next Big Thing" – Tamara Monosoff
- "Finding Your Own North Star" - Martha Beck
- "Ladies Who Launch: Embracing Entrepreneurship & Creativity as a Lifestyle" – Victoria Colligan & Beth Schoenfeldt

### BLOGS/ONLINE RESOURCES

- Ali Brown's E-zine: [www.alibrown.com/content/imagine-having-choice](http://www.alibrown.com/content/imagine-having-choice)
- Entrepreneur Magazine's Mompreneur Section: [www.entrepreneur.com/mompreneur/index.html](http://www.entrepreneur.com/mompreneur/index.html)
  - Great column: Lisa Druxman, founder of Stroller Strides
- The Intrepid Mompreneur: [www.alexismartinneely.com/](http://www.alexismartinneely.com/)
- Chronicles of a Mompreneur: [www.elizabethpottsw Weinstein.com/](http://www.elizabethpottsw Weinstein.com/)
- The Enlightened Mompreneur: [www.enlightenedmompreneur.com/](http://www.enlightenedmompreneur.com/)
- Zen Jenny: [www.zenjenny.com](http://www.zenjenny.com)

### SOCIAL NETWORKING

- Be actively involved in these arenas!
- Develop your brand – consistency is key
- Help is available

○ Twitter:

○ Recommended people to follow:

- |                             |                   |
|-----------------------------|-------------------|
| ○ @jennyfenig (of course 😊) | ○ @KendallCoach   |
| ○ @babybites                | ○ @NicolaRTaggart |
| ○ @alibrownLA               | ○ @Mombizcoach    |
| ○ @AlexisNeely              | ○ @twittermoms    |
| ○ @ElizabethPW              | ○ @twitterparents |
| ○ @jennyferry               | ○ @jonathanfields |
| ○ @fabienne                 | ○ @pamslim        |

○ Facebook

○ Recommended people to follow:

- |                             |                        |
|-----------------------------|------------------------|
| ○ Jenny Fenig (of course 😊) | ○ Fabienne Fredrickson |
| ○ Babybites                 | ○ Jenny Ferry          |
| ○ Ali Brown                 | ○ Market Mommy         |
| ○ Alexis Martin Neely       | ○ Mompreneur Café      |
| ○ Elizabeth Potts Weinstein | ○ Mompreneurs Online   |
| ○ Kendall Summerhawk        | ○ Elizabeth Pantley    |

○ LinkedIn

**COACH OR MENTOR**

○ Mentors/groups

- SCORE: Counselors to America’s Small Businesses - [www.score.org](http://www.score.org)
- Ladies Who Launch - [www.ladieswholaunch.com](http://www.ladieswholaunch.com)
- Collective-E - [www.collective-e.com](http://www.collective-e.com)

○ Coach

- Holds you accountable
- Guides you in the process of creating the life and business you want
- Inspires you to go after what you may think is out of reach
- Acts as a thinking partner who helps you brainstorm solutions to challenges
- Helps you achieve life-changing results

**YOU CAN HAVE IT ALL (you just can’t DO it all!)**

More and more moms are starting their own businesses. The dream is being realized: you can fulfill your own dreams and life purpose while simultaneously being a successful mom.

If you have any questions about starting your own business, please get in touch. I would love the opportunity to talk with you. I can be reached at [jenny@jennyfenig.com](mailto:jenny@jennyfenig.com).

### There are a few ways we can stay in touch:

- *Subscribe to my blog Zen Jenny: embracing your peaceful power at work and play* - [www.zenjenny.com](http://www.zenjenny.com)
- *Sign up for my newsletter* - [www.jennyfenig.com/newsletter](http://www.jennyfenig.com/newsletter)
  - Newsletter subscribers receive a copy of the guide: 7 Simple Ways to Embrace Your Power ... NOW
- *Friend me on Facebook* - [www.facebook.com/jennyfenig](http://www.facebook.com/jennyfenig)
- *Follow me on Twitter* - [www.twitter.com/jennyfenig](http://www.twitter.com/jennyfenig)
- *Let's work together* - For the ultra-committed, give yourself the gift of a personal coach. I work with a limited number of high-caliber clients. **If you are ready to step up in your life and business in a big way, I want to speak to you.** You can book your complimentary 30-minute consultation here: [www.jennyfenig.com/consultation](http://www.jennyfenig.com/consultation)

### ACTION STEPS

- Be confident
- Create your vision and set your intention
- Take action
- Achieve amazing results

### Go for it!

"Don't limit yourself. Many people limit themselves to what they think they can do. You can go as far as your mind lets you. What you believe, remember, you can achieve."  
- Mary Kay Ash, creator of the Mary Kay empire

### ABOUT JENNY



**Jenny Fenig**, a yoga-inspired life/career coach, is passionate about guiding women to unleash their peaceful power at work, play and in this fascinating journey called life. She loves offering her unique brand of insight and inspiration through [one-on-one coaching](#), [live moms support groups in partnership with babybites](#), the [Inner Mama Mastery Program](#), and her [blog Zen Jenny](#). Jenny believes that women (moms especially!) are the greatest untapped natural resource in the world and it is her mission to clear the way for the next female revolution where moms are making the rules and families come first. A true mompreneur, she has built her business around her biggest priority: her fantastic family.