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Home-Based Career Hopefuls Reap Benefits of Multiple *Mompreneur* Resources

SAN DIEGO, CA (Grassroots Newswire) <Date> – From coast to coast, the M.O.B. phenomenon is growing rapidly and finally gaining the respect and acceptance it so greatly deserves – yet forefathers Al Capone and John Gotti have nothing to do with it. In fact, it's *foremothers* that are responsible for the “Mommy-Owned Business” concept that's currently sweeping the country and inspiring women with children nationwide.

With women owning 10.6 million of U.S. firms, it's no secret that the childbearing population has a desire – and quite often, a financial *need* – to sustain a successful career. But where does that leave the little ones? Quite often with a third party, which can take both an *emotional* and *monetary* toll on moms. From this complex cultural conflict comes the need for a new, more family-friendly career concept: the rise of the Mompreneur® – a female business owner who is actively balancing the role of mom and entrepreneur.

Major mompreneurs such as Julie Aigner Clark, creator of the uber-successful Baby Einstein series and Liz Lange, founder of Liz Lange Maternity, have proved that child rearing and careers can coexist, inspiring many women to jump on the M.O.B. bandwagon. And the best part is – there's finally a wealth of resources available to help new mommies who juggle parenting and earning a regular paycheck:

- **Mompreneurs® Online** Patricia Cobe and Ellen H. Parlapiano originally coined the concept of “mompreneur” and have since authored two books on the subject, in addition to hosting a Mompreneurs® advice column, message board and chat venue on iVillage.com. Each week, they share strategies, successes and the stressful realities of the M.O.B. with thousands of home-based career hopefuls. www.mompreneursonline.com
- **The Mompreneur Center at Entrepreneur.com** This year, *Entrepreneur* Magazine launched a special online “Mompreneur Center”, featuring monthly columns authored by CA-based

mompeneur Lisa Druxman, founder of Stroller Strides® – the country’s largest exercise program for new moms. A business built around offering career opportunities supportive of motherhood, the franchised fitness company was voted one of the Best Small Companies by *Working Mother* Magazine this year. No stranger to the M.O.B., Druxman, a mother of two, tackles topics such as financing your family-friendly business and the pros and cons of balancing a career and children in her regular columns. www.entrepreneur.com

- **Home Based Working Moms™** Wannabe mommy moguls can access the resources of Home Based Working Moms, a professional association and online community of parents who either work at home – or would like to. The web-based resource – made up of hundreds of parents – provides its members with support, information, networking opportunities, free advertising options, a monthly newsletter and more. Founder and President Lesley Spencer Pyle started the site so that she could spend more time with her two children – and has since helped other parents with the same family-centered fantasy find success. www.hbwm.com

Even with the multitude of mompreneur resources currently available, foremothers of the M.O.B. will never downplay the challenges associated with balancing both babies and budgets.

“Moms in business need resources different than those for traditional entrepreneurs – a support system that understands how tough it can be to calm crying babies during business calls or keep crayon off an important presentation,” explains Druxman. “It’s important to know the realities before jumping in head first.”

To avoid a mommy meltdown, Druxman suggests the following tips for new M.O.B. members:

- **Have a Plan.** If you leave work time to chance, it will never happen, so have a clear idea of when and how you are going to be able to get the work done.
- **Be Flexible.** Sick kids, childcare issues and other “surprises” can frequently disrupt your productivity plan. Learn to expect the unexpected and roll with it.
- **Stay Organized.** Your time is precious; you don’t want to waste it by searching for supplies or wondering what tasks take priority each day.
- **Remember What’s Important.** Both your kids and your new career will top the list. You may need to let go of some “stay-at-home-mommy luxuries” like making cupcakes for your child’s class.
- **Make Baby Steps.** You won’t be able to get everything done that you hoped to in a day. As long as you make consistent progress, you’ll eventually get to where you want to be.

For more information on resources available to mompreneurs, tips for joining the M.O.B., or to interview moms who are making it work, please contact Jordan at On the Horizon Communications at (805) 773-1000 or email jordan@thepressroom.com.

Lisa Druxman is the founder of Stroller Strides, the stroller exercise program for new mothers and their babies found in over 300 national and international locations. A pre-and postnatal fitness expert and certified personal trainer, Lisa holds a master's degree in psychology with an emphasis in exercise adherence and weight control. Lisa has authored multiple articles that have appeared in national parenting and fitness magazines and has appeared on a host of major national television programs, including NBC's Today Show and CNN's Anderson Cooper 360. She is currently *Entrepreneur Magazine's* resident columnist on "Mompreneurs."