

## **The Entrepreneurial Mom – are you one?**

Are you an entrepreneurial mom or do you think you might want to be?

Becoming a mother often brings new light to what you want to do with your time, what your priorities and values are, and where your passions lie. Many women who were once full time career women, suddenly can't fathom the thought of returning to full time work after giving birth to their beautiful baby. For others, it doesn't make financial sense to return to work having to pay for child care. And still others, find that their interests have changed after becoming a mom. What ever the reason, many moms find themselves looking for new outlets once they are ready to pursue work again. This stage of life can be a fabulous journey that offers spiritual and emotional awakening allowing you to pursue your true passions and create balance in your life.

If you are like many, you may want to start your own business, or even have, but are stopped in your tracks by questions and concerns such as, How will I balance family and work if my office is in the home? How do I arrange for creative childcare that doesn't cost too much? How do I set up a legal entity? What should I call my business? How will I market my business? Am I sure I'm ready for this? How do I know I'll succeed? I already feel so alone, running my own business might feel lonely too. I'm not sure what I want to do as a business. I don't know how to run a business. How should I price and package my services or products? What if it is wildly successful and takes me away from my family?

These questions and concerns are legitimate, but don't let them stop you if they are coming from fear of the unknown. Consider them, bounce them off of friends and family, and see where they lead. More importantly check in with your heart. Is this something you truly desire, are you being drawn toward running your own business, or is it something you feel you have to do or should do.

For some it's helpful to take a self assessment to see if you have the characteristics and skills needed to be a successful entrepreneur. Studies show that there are common traits that successful entrepreneurs have such as self control and motivation, self-confidence, sense of urgency, conceptual ability, interpersonal relationships, emotional stability, risk agility, results orientation, enthusiasm and energy, multitasking ability, innovation. To learn more or take a self assessment visit the following websites or do an internet search on entrepreneurial characteristics or entrepreneurial traits.

<http://www.businesstown.com/entrepreneur/article1.asp>

<http://www.mvp.cfee.org/en/selfassessment.html>

If you find you would like support from a professional coach and support group, consider joining the Entrepreneurial Moms Advisory Board (EMAB). EMAB is a committed group of entrepreneurial moms who meet on a monthly basis with a professional coach and various business experts. Through participation in this group you will benefit from professional business guidance and resources, alliances and partnerships, networking and referrals, focus groups and brainstorming, and personal and social connections. Topics

will be customized to the needs of the group and will range from a very personal focus to business structures and how tos. Possible topics in breakout groups might include: your niche and passion, vision and strategy, overcoming personal challenges, work/family balance, market research, business planning, legal structures and insurance considerations, tax strategies, financing, business contracts, marketing and image, pricing and packaging, money management, customer service and client management, and time and project management. Ultimately, you will gain the how tos, support, and momentum to succeed at your business while being a great mom.

For more information about The Entrepreneurial Moms Advisory Board, please contact Gretchen Reid at (303) 642-3105, [gretchen@motherhoodtransitions.com](mailto:gretchen@motherhoodtransitions.com), or Patrice Barber at (303) 216-0472, [pbarber@tmwealthcoach.com](mailto:pbarber@tmwealthcoach.com).