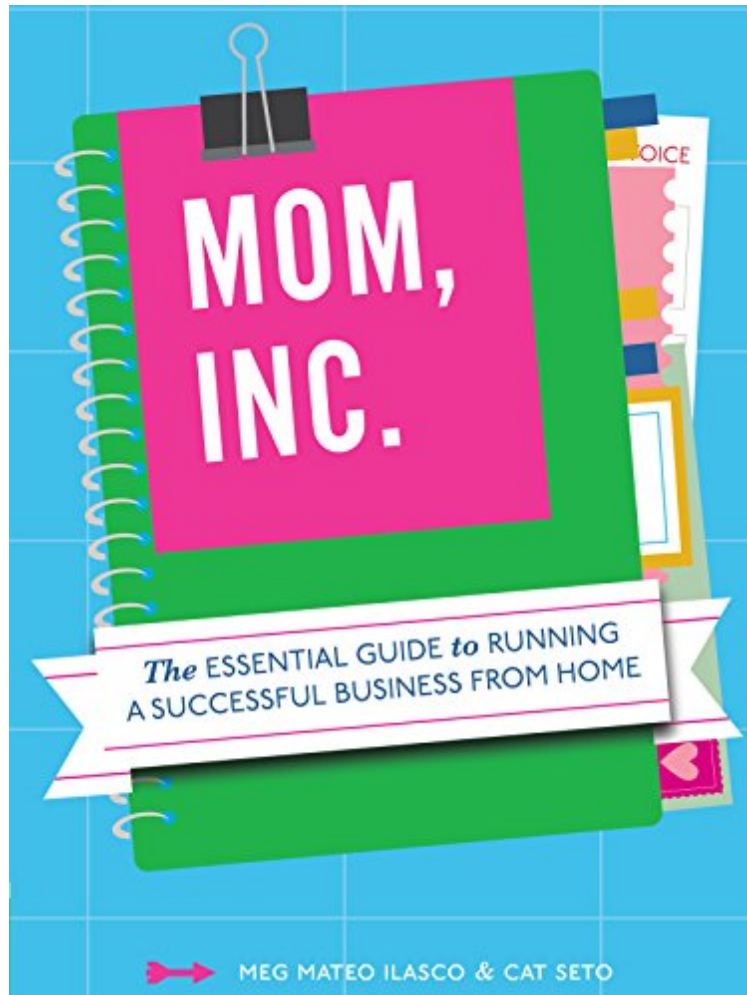


Mom, Inc.: The Essential Guide to Running a Successful Business Close to Home

Meg Mateo Ilasco, Cat Seto
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Meg Mateo Ilasco, Cat Seto : Mom, Inc.: The Essential Guide to Running a Successful Business Close to Home before purchasing it in order to gage whether or not it would be worth my time, and all praised Mom, Inc.: The Essential Guide to Running a Successful Business Close to Home:

0 of 0 people found the following review helpful. Perfect for new and experienced moms in businessBy lsvdesignI'm an experienced small business owner (running a graphic design studio for almost 12 years) however I'm a new mom. I'm currently working on launching a baby goods business, so I found the book super helpful and informative. I came away with lots of ideas I could put into practice for my new business.I love the authors' clear, honest writing style and appreciate them sharing their knowledge and experiences. Both authors are not only successful small business owners but also moms, so they are an inspiration to myself and other moms starting or running a business. It's currently a fixture on my desk, marked with many sticky notes!0 of 0 people found the following review helpful. Five StarsBy

Nicole M Stark Innovative ideas in an easy to read format. Great resource
0 of 0 people found the following review helpful. Great Tips
By Tina Dahl Lots of great info for those of us starting an at home business. Would recommend to those needing basic information.

So many women dream of having it all—being kickass mothers and running their own successful businesses. This book helps them take the leap with confidence. Serial entrepreneurs (and moms) Meg Mateo Iasco and Cat Seto draw on their own successes and missteps to reveal exactly how to choose the right business, find clients, write a business plan, launch a blog and Web site, stay focused at home, and more. Insightful QAs with enterprising mothers like fashion designer Cynthia Rowley and Style Me Pretty blogger Abby Larson demystify the many nuances of balancing work life with family time. It's not easy. But this practical and inspiring guide helps make it possible.

About the Author Meg Mateo Iasco is a mother of two, freelance artist and writer, and a serial entrepreneur who started her first business in 1999. She is the author of several books, including *Craft, Inc.*, *Creative, Inc.*, and *the Craft, Inc. Business Planner*, and is also the cofounder and creative director of the home and lifestyle magazine *Anthology*. Meg lives in the San Francisco Bay Area. Visit her at www.mateoilsaco.com. Cat Seto balances design, illustration, writing, and motherhood in her San Francisco studio and boutique. Her stationery products and custom wedding line are carried by retailers around the country. In addition, Cat received an MFA in creative writing from the University of Michigan, and her writing has appeared in publications such as the first edition of *Best New American Voices*. Visit her at www.catseto.com and www.momindaily.com.