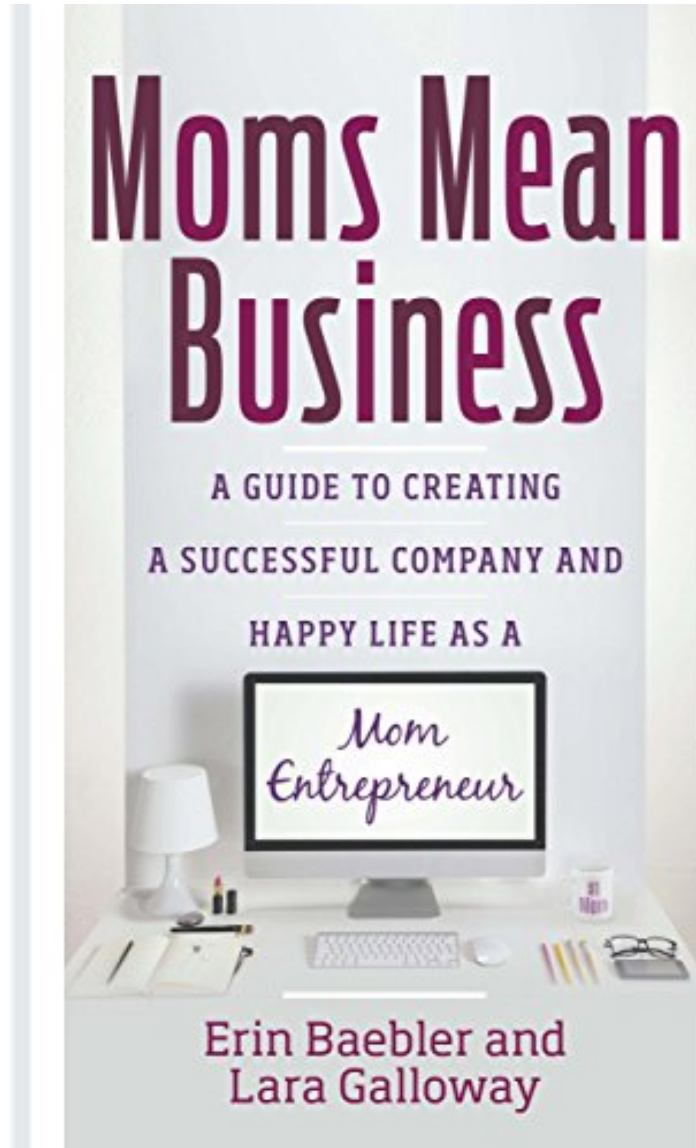


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Moms Mean Business

Lara Galloway, Erin Baebler
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Lara Galloway, Erin Baebler : Moms Mean Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Moms Mean Business:

6 of 6 people found the following review helpful. Looking for work/life balance? Look no further!By CustomerI'm wondering if Max Schireson had read this book, would he have been able to strike a better balance between awesome dad and super CEO?If you are looking to cultivate a holistic success that leaves you feeling fulfilled and energized, this is the book for you.The book starts by helping the reader become reacquainted with themselves. Each exercise is part of a careful progression designed to guide you to create a realistic and productive schedule. You are encouraged to

examine family and business demands along with your personal needs. By scheduling without overbooking and planning to spend dedicated time with family, the authors advocate that the entrepreneur can become a more effective person overall. The second half of the book focuses on the company that you are trying to move forward. Erin and Lara offer several strategies to become more powerful mom entrepreneurs. They show you how to identify what stage your business is in and then how to move it strategically from where you are to the next stage. Throughout the book, there are anecdotes from other mom business owners that illustrate everything from failure to triumph. Interestingly, I ended each chapter taking away different lessons than what was written by the authors. I think that I was beyond the beginning stages of my self-discovery as a business woman and owner. With that in mind, this book should be looked at as a reference tool. As you grow your organization and as your needs, and the needs of your family change, this book can be referred to time and again to help you reassess and realign your priorities. While this book has a carefully cultivated audience, many people could benefit from the message that it sends. The book clearly illustrates that real life is just as important and fulfilling as work life. Fathers that want to spend more time with their children, people who are chronically ill and are struggling to make a go of it, along with mothers who are juggling midnight feedings and a burgeoning company can all use this book to create realistic expectations and move a business forward. As a fellow woman business owner, I highly recommend you add this book to your arsenal.

5 of 5 people found the following review helpful. Practical resource for business owners and those thinking about it
By Messy Miracles
I'm not a mom, but I do have my own business and this book offers practical, relevant, helpful suggestions. For example, we all hear about the value of planning. The authors offered a tip I'd never heard before...Hit Lists...to-dos, tasks, etc. that we can tackle when we find ourselves with an unexpected 15 extra minutes to spare. And I appreciate the chapter on self-care when they challenge us to look for 'rules' we've made up. This book offers info on both managing your business as well as managing yourself. And you don't have to read it cover-to-cover, skim to the sections you need the most. I'd recommend this for people starting up or considering their own business.

2 of 2 people found the following review helpful. A great tool for moms wanting to start their own business!
By Pat
I have been in business for a few years now and wish I would have had access to Moms Mean Business when I was starting my business. But now that I have read it I have learned many things that will help me be even more successful. Starting any business is challenging but being a mom at the same time makes it even more challenging. Moms Mean Business is an excellent tool in helping overcome those challenges that can be stressful. It will even help you define what success means to you. It offers tips and guidance to help solve problems you may encounter. The chapter on creating a business plan is very helpful in getting you focused on the right things. Other topics covered include planning your time, evaluating yourself and your strengths, tips to help your productivity, etc.

Building a thriving business while building a happy family is all about how you spend your most precious resource: your hours. The good news is that we do have time for what matters to us, and in *Moms Mean Business*, Erin and Lara show how to prioritize what's important and chuck what isn't, so you can succeed at work and life.

—Laura Vanderkam, author of *What the Most Successful People Do Before Breakfast*

Moms Mean Business not only gives moms permission to dust off business dreams and make them a reality, but it shares with the rest of the world that they are a new kind of business owner that will change the business landscape for the better.

—Michelle McCullough, *Startup Princess*

There are 9 million women-owned businesses in the United States; they account for \$1.3 trillion in revenue. American women are starting businesses at a rate twice that of men. Most of these women are also moms. What does it take to be successful as both a mom and as an entrepreneur? *Moms Mean Business* gives existing and potential mom business owners the encouragement, advice, and healthy dose of "how-to" they need. In this helpful guide, you will create a customized strategy that includes:

- A personal definition of success in both life and business
- and the way to achieve it
- The tools needed to manage time and productivity when your priorities as a mom and business owner conflict
- A mom-friendly business plan to get you focused
- An approach to self-care that allows you to handle all that's thrown your way
- Tips, checklists, and guidance to quickly solve the problems mom entrepreneurs encounter
- Behind-the-scenes stories and advice from well-known mom entrepreneurs make *Moms Mean Business* fun to read and full of that all-important "me, too!" factor. It is inspiring, motivating, and, above all, practical.

"Building a thriving business while building a happy family is all about how you spend your most precious resource: your hours. The good news is that we do have time for what matters to us, and in *Moms Mean Business*, Erin and Lara show how to prioritize what's important and chuck what isn't, so you can succeed at work and life." —Laura Vanderkam, author of *What the Most Successful People Do Before Breakfast*

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About the Author
Erin Baebler has spent the past 10 years coaching women in transition through her company, Magnolia Workshop. She has been featured on several mom-focused blogs and Websites, had an essay published in *Chicken Soup for the Soul: New Moms*, was a contributor to *Five Must Know Secrets for Today's*

College Girl, and is a sought-after speaker. She and her husband have two children and live in Seattle. Lara Galloway is the Mom Biz Coach--a certified coach, entrepreneur, sought-after speaker, and frequent media guest. Lara has a strong social media reach that includes more than 24,000 Twitter followers, a Blog Talk Radio show that boasts more than 4,000 downloads each week, and a weekly Twitter chat. She lives near Detroit, Michigan, with her husband and three children.