



Mom Inc.: How to Raise Your Family and Your Business Without Losing Your Mind or Your Shirt

Amy Ballon, Danielle Botterell, Rebecca Reuber

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From designing better baby shoes all the way to producing erotic videos, mompreneurs have been shaking up the world of business even while working carpool to carpool. For many women, self-employment is the answer to the challenge of combining work and family, which is why over 900,000 entrepreneurs in Canada are women (many of them moms) -- it's one of the fastest growing segments of the Canadian economy. But starting a successful, lasting business isn't as simple as putting down the diaper bag and picking up a briefcase. Drawing on their own experiences as successful mompreneurs and that of mompreneurs across Canada and the U.S., Amy Ballon and Danielle Botterell cover all the bases:

- Deciding to take the plunge -- is mompreneurship the answer?
- Researching your business idea and developing a business and marketing plan
- Navigating the early stages of planning and financing
- Balancing your business and family in the early stages and as your business (and child) grows
- Handling surprises and setbacks and managing growth

With informative sidebars and tips from Rebecca Reuber, Canada's leading expert on entrepreneurship, *Mom Inc.* is a friendly and hands-on look at the truth about mompreneurship and the challenges of juggling business and family, and an authoritative guide on how to start and run a successful business.

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