


your money

With Sunrise presenter and finance expert David Koch

Mums making MONEY

ALL IT TAKES IS ONE BRIGHT IDEA FOR AN AT-HOME MUM TO BE A BUSINESSWOMAN

One dilemma modern mums face after having kids is whether to return to work. Children add a new dimension to your life and it can be hard to make the decision to leave them during their formative years and miss out on important milestones.

At the same time, if you were a career woman before your baby came along, it's not easy to give up the boardroom, intellectual stimulation and sense of achievement for nappies, Hi-5 and conversations with a two-year-old. But balancing motherhood and a career is a definite juggling act.

Sonia Williams, author of *Show Mummy the Money: How You Can Be an At Home Mum and Make Money* (www.showmummythemoney.com, \$29.95), says although there are those lucky enough to be able to raise a child without having to go back to work, the reality for most women is that earning an income is necessary to sustain a comfortable family life.

'For some it also provides a sense of sanity,' she says. 'Dual incomes are no longer a thing of the past. With the rising cost of living, many mums feel they have no choice but to return to work.'

What if you simply can't face the thought of missing those first steps because you're at the office? Sonia says there's another way. Her book gives some alternative solutions. Creating



A home-based business gives mums more time with their kids.

Find something you want to spend time doing

show MUMMY the MONEY
How you can be an at home mum and still make money!
BY SONIA WILLIAMS

your own business from home allows you to simultaneously be there for your kids, stimulate your mind and creativity and contribute to the family's income.

'The list of start-up businesses created by mums is endless,' says Sonia, who goes on to cite success stories, such as Janine Allis of Boost Juice and Sue Ismiel who began her multimillion dollar business Nad's from her garage. Here are women who had a brilliant idea, found a niche and did something about it.

Which business is the right one for you? Sonia says the right idea is one of the keys to success.

'The most important step in idea generation is finding something you really want to spend your time doing,' she says, adding that research is paramount to turning your great idea into reality. For these steps Sonia suggests looking to your kids for inspiration, like the creators of both Boost Juice and Nad's did. The birth of your child is inspiring in itself, but the inspiration doesn't need to stop there.

However, it takes more than just a great idea, and Sonia's book focuses on two other equally important areas as well - evaluating your idea to determine whether it's worth pursuing and providing mums with the tools they need to really get their business idea off the ground. It's a challenge to mums to consider new possibilities and turn them into a viable business.

5 At-home business ideas

- **DESKTOP PUBLISHING** If you have experience in graphic design, you could make business cards and brochures for other bigger businesses.
- **CERAMICS** Got a creative bent? Use it. There's always a market for unique, hand-made items. Ceramics is just one idea.
- **WEDDING PLANNER** If you're an organiser at heart, this could be perfect for you. Busy women getting married want a perfect wedding day but don't have time

to plan it all themselves. Hiring a wedding planner takes the pressure off.

- **CATERING** Do you love cooking? A great business for mums who don't mind evening work is catering. You can cook and deliver food, or cook in your client's home for a special dinner party.
- **BOOKKEEPING** If numbers are your thing, or especially if you have accounting experience, consider keeping the books in order for other businesses.

ASK KOCHIE FOR ADVICE

Do you have a finance question? Send it to Your Money, New Idea, Private Bag 9960, North Sydney, NSW 2059.