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Starting a Business During a Recession Can Reap Big Benefits for Moms *Successful Mompreneurs Share Insight on How to Get Started and Stay Ahead*

SAN DIEGO, CA (April 15, 2009) – In an economic climate where many are consumed with simply protecting their status quo, now might actually be the best time to take a leap of faith and start a business. **According to a [recent USA Today article](#), some of the country’s most successful companies – Johnson & Johnson, Disney and Proctor & Gamble, just to name a few – were started in recessions and benefited by weakened business competitors and consumers with loosened brand loyalties seeking cheaper alternatives.**

Of course not everyone should forego their steady income to wear the entrepreneurial hat, but some are poised to launch with little to no opportunity cost. **As evidenced by the rise of the “mompreneur,” mothers are in a prime position, as starting a home-based business can not only help stay-at-home moms contribute to the household during a time when dual incomes are increasingly important, but it can also provide job security and flexibility for families.**

“When you own your own business, you are not at the mercy of an employer who decides not to keep you on – you put in the work, and you reap the rewards,” explains [Lisa Druxman](#), founder and CEO of [Stroller Strides®](#), the country’s largest and fastest-growing postnatal exercise program for moms, which offers family-friendly [franchise opportunities](#) for moms across the nation. “Absolutely nothing can replace the experience of owning your own business, as you can develop it around your schedule and the needs of your family.”

Seconds Beth Butler, Founder of [Boca Beth LLC](#), a company that teaches Spanish and English to young children through CDs, DVDs puppets and books, “An unstable economy is one of the easiest times to outshine your competition. While many are working less because sales are down, I’m forging full-steam ahead.”

Druxman and Butler aren’t alone. Thousands of moms have turned their personal passions into financially-rewarding enterprises, without having to sacrifice family along the way.

How did they do it? From building an empire in eco-friendly cleaners to turning custom-painted pottery into a lucrative paycheck, several successful mompreneurs share their insights on getting started and staying ahead:

- **Play to Passion.** When choosing the type of business you plan to launch, mompreneurs agree – personal passions must play a key role. What do you like to do as a hobby that’s also in line with your skill set? What will get you out of bed at 3 a.m.? Because mompreneurs can expect to be seven-days-a-week involved in the business – at least at the outset – these are important questions to ask.
 - *“Start something you know and love,” says Audra Conklin, founder of [Modern Mermaids](#) Eco-Friendly Products. “Don’t just jump into a business where you see others making money, as it needs to be something YOU believe in, and don’t do it out of desperation. It shows.”*

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- **Research, research, research.** Check out potential competitors, create a business plan, consult with a business coach, seek out women's networking groups through your local Chamber of Commerce and USE THE INTERNET, suggest the mompreneurs. Sign up for free marketing sites like [The Publicity Hound](#), get free business counseling through [SCORE.org](#) or seek out a support site, such as [TheMomEntrepreneur.com](#). Your fellow mompreneurs can be your most valuable allies; Stroller Strides Founder Druzman even makes her expertise available to colleagues on a monthly basis by hosting free Mommy-Owned Business web calls.
 - *"Forums are great, because other moms are always happy to help," says Natalja Millsap, president and CEO of [Sweetsation Therapy LLC](#), an organic pregnancy skincare line. "You can ask any question you like and, chances are, someone will know the answer."*
- **Maximize your savings by being home-based.** When you work from home, you save money on rent, car wear and tear, wardrobe and supplies, not to mention receiving a tax write-off, say the mompreneurs. And just because the business grows doesn't mean you have to move the operation out of the home; with online phone systems such as [Skype](#), [portable email](#) and [web meeting](#) resources available, having a virtual network of remote employees or partners is seamless.
 - *"Working from home is a win-win for saving time and money, and you can carve out a time that works best for you and your family," says Stacey Kannenberg, founder and CEO of [Cedar Valley Publishing](#), one of the top 50 children's publishers. "I work best after everyone is in bed, and ironically I can always connect with one of my fellow entrepreneurs online for advice during that time – it's amazing how many of us are up working!"*
- **Keep the home office separate from the home.** Beware of getting burned out easily with a new home-based business, mompreneurs warn. Try to take the weekends off whenever possible and plan activities with the children where they get your full attention. Most moms are great at multi-tasking, but being on a business call while spoon-feeding a baby may prove challenging, so be prepared to possibly work strange hours so that you can be both an efficient businesswoman and an attentive mother.
 - *"Make sure your family is committed to giving you space and time for work," says Laura Gisborne, owner of a winery and retail stores [Art of Wine](#) and [Erika Morgan](#) in Arizona. "You will be much more effective in your business and be more emotionally available for your family."*

For more tips from successful mompreneurs on starting a business or to set up an interview with the panel, please contact Jordan at On the Horizon Communications at (805) 773-1000 or email jordan@thepressroom.com.

Stroller Strides franchises are available for those interested in a home-based, family-friendly business. Stroller Strides classes are offered in over 800 locations in the United States and Canada. The hour-long classes emphasize cardiovascular activities and muscle-strengthening exercises using resistance bands and strollers, allowing moms to interact with their babies throughout their workout. Stroller Strides now also offers prenatal Fit4Baby classes at locations nationwide. To further assist mothers in all aspects of their lives, Stroller Strides partners with Pampers®, LUNA® and BOB®. For more information about Stroller Strides, including class locations, visit www.strollerstrides.com.