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# Mompreneurs

THE WORKPLACE FORMERLY KNOWN AS HOME



*The newly coined term for moms who stay at home and work is "mompreneur."*

By Rebecca Ingram Powell

When an ambitious mom decides to start her own home business these days, there is no stopping her! The Internet offers plenty of marketing opportunities, enabling her to contribute to her family's income while still being available full-time for her children. The newly coined term for moms who stay at home and work from home is *mompreneur*. It is quite a balancing act, but *ParentLife* invites you to meet three successful mompreneurs and learn why they choose to be their own bosses in the workplace formerly known as home.



## Audra Tilden

([www.wonderfullymade139.blogspot.com](http://www.wonderfullymade139.blogspot.com))

Lots of mompreneurs have found an online home in Etsy.com. Etsy is a social commerce Web site that serves as a gathering place for people who want to buy or sell handmade or vintage items. "It's very easy to sell on Etsy," says Audra Tilden, who owns the Etsy site Wonderfully Made 139. "The cost is minimal, and it's user friendly. They walk you through the ins and outs with a blog, tutorials, and tips."

Like most mompreneurs, staying at home was an admitted "leap of faith" for Audra. "I really loved my job," she shares. "My co-workers were close friends. Suddenly, I was home by myself with a baby, and it was really hard."

When Audra's best friend began teaching her to sew, her background in art made her a natural. She loved mixing and matching different colors and patterns. She began creating eye-catching fashions for her children that never failed to receive raves from friends and strangers alike. "People were always telling me I should start my own business," Audra says. When a friend paid her to make a dress for her daughter, she realized her business had indeed begun. "Learning to sew has been a gift from God," Audra notes. "I enjoy it so much." @

\*All photos taken by Melissa McGaughey

*When a new mom decides to start her own home business these days, there is no stopping her.*

## ★ God Puts the Pieces Together

"God does place some of us in the work place," says Jennifer Borders of Jacksonville, Alabama. When she decided to start her own business, all she knew was that she wanted to work with other women. "That's where my passion is," Jennifer's hair styling salon, Salon Elegance, began in her home, when co-daughters Anna and Chloe were 10 and 6. "It began with just myself and one other stylist," she shares. "It was a sacrifice on our family for a while."

It wasn't long before Jennifer's business outgrew the confines of home, and today, Salon Elegance has eight stylists and its own location. "I'm amazed at the opportunities God has given me to minister to the women that work for me, not to mention all the women we minister to on a daily basis," Jennifer advises moms considering going into any kind of business to pray and seek God in His Word. "He will put all the pieces together."

## ★ Tips for Getting Started

Mompreneur Marilee Parish is the CEO of Mommy Bag Marketing and the founder of the Christian Moms Business Resource\* Center (online at [www.christianmombusinessresource.com](http://www.christianmombusinessresource.com)). She says if you are thinking about starting a business, your first step is the easiest: Have a garage sale.

"That way you have some capital," she explains. "Then look for a need: What about going to your husband's work and bringing in lunch two days a week? You plan the menu and offer a hot meal for a price that is competitive both with brown-bagging and the inconvenience of going out. What about cleaning houses? Do something small and see the reaction before you waste a lot of money."

Admittedly, starting a business is not easy. It takes a lot of determination and hard work. "If you feel like the Lord is calling you, then push yourself and go for it," says Marilee, herself an entrepreneur since the age of 10. "If it is not the Lord's will for you, then you will feel stressed and your family will not be benefiting."

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