



MOM, Incorporated: A Guide to Business + Baby

Aliza Sherman, Danielle Smith

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According to research, there are more than 10 million women who own and lead their own businesses. Entrepreneurs Aliza Sherman (founder of Cybergrrl, Inc.) and Danielle Smith (founder of ExtraordinaryMommy.com and DanielleSmithMedia.com) have joined forces to write a book that helps women who are already moms (or are thinking about becoming moms in the future) learn how to take charge of the family/work balance by starting their own businesses. As more women become mompreneurs, there is an increased need for a book that will cover all aspects of how moms can successfully start and run a business that allows them to make money, pursue a profession, and have time to devote to the kids as well. This holistic, user-friendly book will draw on Aliza and Danielle's own experiences, and their interviews with moms who've started their own successful businesses. In addition, both authors interviewed numerous business experts about finding your passion, getting started, marketing your business, tackling funding for women, and the book includes valuable information about the current alternative sources of funding for female entrepreneurs. Also, in sidebars throughout the book, you will find handy worksheets and an abundance of anecdotes to keep you motivated. In addition, Aliza and Denielle address women who don't have children yet but are planning for it down the road and want to know how to combine having a family with running their own business.

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