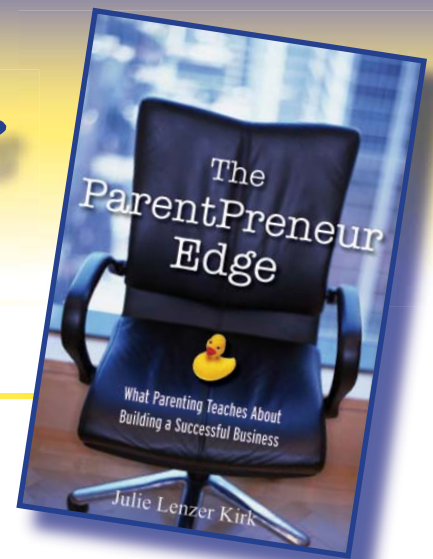


For Immediate Release

# 7 Secrets to Starting a Business While Raising a Family

From women who have done it!

Like being a parent, owning a business is the toughest job you'll ever love. What most people don't realize is that the *right* business is also one of the best ways to take control of your life. In her book, "The ParentPreneur Edge" (John Wiley & Sons), Julie Lenzer Kirk shares seven secrets to get you going!



1. **Develop a game plan.** Just like you planned for the arrival of your baby, you need to plan for the birth of your business.
2. **Save up money or get used to not eating out.** It takes money to make money, so you will need to invest money into starting a business. The good news is if your kids are young, eating out may not even be a frequent option making it easier to avoid temptation.
3. **Line up the support squad.** Many Mompreneurs work while the kids are asleep, but there will be times when you need to focus on work beyond nap time. Hire a high-school student to be a mother's helper or, even better, arrange reciprocal play time with another mom so you both get a break.
4. **Find a business in an area you know.** The chances for a business to be successful increase when you work within an industry you know. If your skills or passions take you to an unfamiliar place, see the next secret.
5. **Ask for help!** A little-known secret: most people will help -- if you ask them. Find someone, locally or online, who has done what you want to do. Ask them to advise you. Learning from someone else's mistakes and successes is priceless!
6. **Include your kids where possible.** Don't hide your business from your children – make it a learning experience for them. There are many ways to include them from simply labeling and packing boxes to filing and data input.
7. **Find your passion.** Starting a business isn't easy, but neither is parenting. Find something so when the going gets tough, your passion for it will keep you going.

## About Julie Lenzer Kirk

Julie Lenzer Kirk is an award-winning entrepreneur and mother of two. She grew her business to multi-millions in revenues while raising her family. She cashed out after selling to a business partner and now teaches entrepreneurship at the University of Maryland. She writes for Enterprising Women magazine, and is the entrepreneurial "Ask the Expert" on Working Mother Magazine's website. She is a sought-after speaker on topics of entrepreneurship, business management and leadership, and balancing work and family.

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## The ParentPreneur Edge

In bookstores June 22, 2007

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