

A Conversation with Julie Lenzer Kirk...



1. What is so unique about this book?

This is a business book that uses parenting analogies to make concepts relatable. It offers tips highlighting the parallels between the stages of parenting and business, starting with getting pregnant (deciding to go into business for yourself and planning for the future), labor and delivery (choosing a name, forgetting the pain so you do it again), baby and toddler (the terrible two's, teaching your baby to feed itself) through the pre-teen and teen years (combating entitlement, letting them fly alone) to letting go of both business and children, as they grow up and go off to college and on with their own lives. By relating real stories, mine and those of others, the book reads like a novel that draws you in. You learn without realizing it.

2. Where did you get the idea for it?

When my children were young, people would ask me if I was going to have another child. I would reply "My business is my third child: it takes all my money, it keeps me up at night, and it sometimes even sasses me back". As I began to notice more and more parallels, I wrote them down and decided they would make a great way to teach people business ideas and tips in an accessible way. After my father died, I knew I would get the book completed some how.

3. What do you want readers to take away from the book?

Entrepreneurship is empowering! Don't let stereotypes drive who you are or should be. It is possible to have it all if you define what that means to you and create your own vision of success. You can be serious about your business and be a good parent.

4. Why should anyone read the book?

The book provides useful tips for starting, growing or running a business. In addition it provides people, especially moms, with confidence that they have the skills needed to build and grow their own business.

5. What's the funniest story in the book?

There are many things about parenting and being in business for yourself that are funny, at least after they happen and you can laugh about them. I think one of the funniest stories, for me, was when one of my managers quit and took back the gift he had given me for Christmas. Not since I was five has someone taken back a gift.

6. Who would benefit from reading this book?

Anyone who has an entrepreneurial inclination and who wants to take control of their life will find value in this book. They don't have to be parents; they don't have to own their own business. They could be entrepreneurial managers working for someone else or stay-at-home moms who are looking to reenter the workforce or start their own business. The underlying message is about following your passion and realizing it is possible to be serious about your work and your family. The ParentPreneur Edge will inspire, intrigue, and motivate everyone to take control of their lives and follow their dreams.

The ParentPreneur Edge

**What Parenting Teaches About
Building a Successful Business**

by Julie Lenzer Kirk

In bookstores June 22, 2007

www.JulieLenzerKirk.com

