

Atlanta, GA - December 2, 2011

**Six Atlanta Mom Entrepreneurs Featured in New E-Book:
Use What You Know: A Business Idea Guide for Moms**

WHY:

- Georgia is the #1 state in the country with the fastest growth of women-owned businesses according to [American Express Open](#).
- Women are creating businesses at twice the rate of men in the U.S. according to the [Center for Women's Business Research](#).

WHO: Joyce Brewer, an Atlanta wife and mom just released her first e-book, Use What You Know: A Business Idea Guide for Moms
<http://mommytalkshow.com/business-idea-guide-for-moms/>

The guide is designed to help moms create work-at-home businesses using skills, knowledge and expertise they already have. Brewer, an Emmy award-winning TV journalist and former news anchor, combined motherhood with her media skills to create MommyTalkShow.com, an Atlanta-based parenting talk show. The e-book features insights from Brewer along with five other Atlanta-based mom entrepreneurs who created thriving businesses using their skills, background and experience. More than 40 business ideas, exercises, free business resources and lessons on using social media to promote small business are included in the e-book. The featured moms have a variety of backgrounds including nursing, photography, marketing, project management and college admissions.

WHAT: Meet & greet with Brewer and the featured Atlanta mom entrepreneurs. Book signing and media interviews are available. Follow the hashtag **#momsguide** on Twitter during the event.

WHEN: Friday, Dec. 9, 2011, 10-11:30 a.m.

WHERE: Bean Work Play Café (<http://www.beanworkplaycafe.com>)
134 New Street, Decatur, GA. 30030.

Brewer wrote portions of the book while co-working at Bean with her son played on-site. Bean is a co-work space for adults with an on-site Reggio-inspired play space for children. On-site childcare is available during the event for children ages 1-6 years old, by making a reservation with Bean Work Play Café.

Media contacts:

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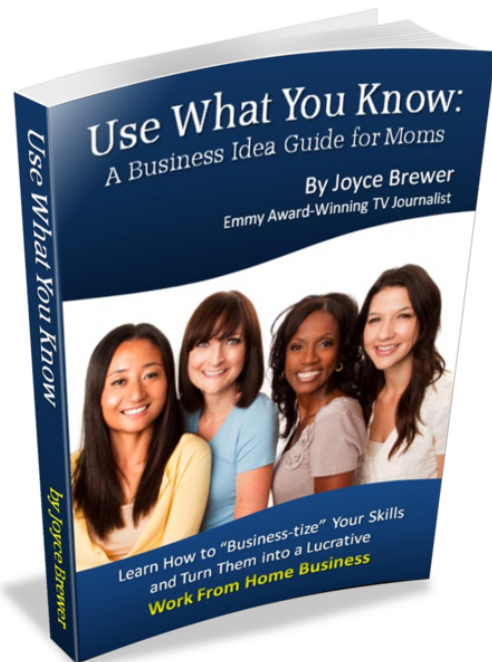
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About the book

Use What You Know: A Business Idea Guide for Moms, teaches mothers how to use their backgrounds and knowledge to create their own businesses.

The e-book retails for \$10, and features in-depth interviews with Brewer and five other Atlanta-based mom business owners from a variety of career backgrounds. It also includes videos on using social media to promote small businesses.

In addition to Brewer, the book features moms whose experiences range from nursing to photograph/design to education.



1. After a career in college admissions, Judith S. Hodara, EdD. (<http://judithshodara.com>) is now an independent academic consultant and counsels students around the world on choosing and applying to college or graduate school.
2. With experience in business and project management, Emma Sudduth and her partner created Collective Experts (<http://collectiveexperts.com>). Their temporary staffing agency is designed for high-caliber employees looking for flexible, part-time or full-time assignments with Atlanta companies. Follow @CollectiveExperts on Twitter.
3. Non-stop requests for pictures of her quadruplet daughters led MaryBeth Reeves to create a photo book business (<http://scrapbookmamma.com>). One of her photo books is featured in the lobby of the W Buckhead Hotel. Follow @QuadMamma on Twitter.
4. Registered nurse Alice Adams works in her husband's psychological practice and also runs her business as a legal nurse consultant (<http://caseconsultant.com>). Attorneys have sought her medical expertise in a variety of cases, including the World Trade Center settlement.
5. Kyle Young has an award-winning career in marketing and advertising, and a background in fine art. She is one of Atlanta's go-to resources for businesses looking to re-brand and execute new projects, and shares insights on the multi-tasking life at (<http://multi-taskingwoman.com>) Follow @Multitasking on Twitter.

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