



Use What You Know: A Business Idea Guide for Moms

INTRODUCTION & DEDICATION

Who is this book for?

This e-Book is inspired by the moms I've met in Atlanta who launched incredibly creative businesses using the college degrees and professional experience they already had. In other words, these moms "business-tized" their skills, just like I did when I created my blog and parenting talk show. Although their businesses are here in Atlanta, their ideas and suggestions can work for moms anywhere.

You probably bought this book because you want to run your own business so you can:

- Have a flexible work schedule or work from home.
- Set your own hourly rate or salary to **determine your own worth**.
- Build an empire!

What I hope is clear in this book is there is no need to fall into the trap of going back to school for another degree or going deeper into student loan debt - when you already have a skill you can turn into a business.

What will you learn?

Very simply, here's how I described this e-book to a friend on Facebook when I was doing the outline: "It's going to be designed to help moms like us come up with business ideas using the skills we already have, instead of going back to school or getting an MBA. We all have talents we can "business-tize"! (Did I just create a word?)"

My goal is for you to learn from and relate to a mom featured in this book, then feel inspired to take the business idea you've been dreaming of or searching for and make it a reality. Even if your educational background or professional experience isn't the same as the moms featured in *Use What You Know: A Business Idea Guide for Moms*, something they've done or discovered along the way will ring true and connect with you.

Who will you learn from?

The moms featured in this book did not need to get additional training, degrees or certifications to start their businesses. They simply created a way to package their skills in a way that solves a problem for their clients. Just like them, you already have professional skills someone will pay for.



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I asked them all to complete a survey to reveal answers to the burning questions you probably have about creating, launching and managing a business. I even share what I've learned as a new business owner and work-at-home mom.

Besides me, the moms you will meet in this e-book are:

Judith Hodara, Ed.D.; admissions consultant

<http://www.judithshodara.com>

Mary Beth Reeves; photo book creator

<http://www.scrapbookmamma.com/>

Emma Sudduth; placement specialist

<http://www.collectiveexperts.com>

Kyle Young; business brand & identity builder

<http://www.multi-taskingwoman.com>

Alice Adams, legal nurse consultant

<http://www.caseconsultant.com>

You will learn how each of them “business-tized” their skills, and then you will complete several exercises designed to help you identify your skills and interests, then cultivate them into a business.



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The Dedication

This e-book is dedicated to my father, John H. Brewer, who passed away on May 16, 2011. I completed this book on what would have been his 79th birthday.



Of course, I wish he was still here. But I'm so grateful he got to see me become a wife and mommy. My father knew the power of women and had great respect for them.

So don't let him down and don't let yourself down if you really want to create a business for yourself.

Many, but not all, of the keys you need will be found inside the [Use What You Know: A Business Idea Guide for Moms](#).

Peace & Blessings,

Wife & Mommy

Emmy award-winning TV Journalist

Creator & Host of [Mommy Talk Show](#)