



the
YummyMummyClub

Mompreneurs

Balancing two worlds

By Kathy Buckworth

It might seem that the term “Mompreneur” has become part of the lexicon in the working world seemingly overnight. Truth is, many of these “mom-based” businesses have been years in the making, silently pushing forward a new breed of entrepreneurial thinkers who are incorporating the experiences and challenges of motherhood to create a rapidly growing career segment.

Erica Ehm, media personality and Canada’s first VJ, runs the wildly successful Yummy Mummy Club, as well as balancing life with her two young children. She found mompreneurship came pretty naturally. “I’ve always been entrepreneurial. What has been consistent throughout my life is taking my passions and turning them into a full time job.” Ehm was writing for children’s magazines when she started her own online magazine which became the

genesis for the Yummy Mummy Club. The “moment of truth” that this was her new “real job” came to Ehm when she had to start investing her own money to grow her own business.

Maureen Dennis, founder/president of Wee Welcome Inc., fell into the mompreneur business in a slightly different way. “I really wanted to buy a hot tub and thought I would start a little business on the side to make some money while on maternity leave,” she admits. She was surprised and pleased that her business, which started as a series of guides for businesses which were mom-and-baby friendly, took off and allowed her to quit her corporate day job.

While they both launched into their own businesses in their own way, both agree that they have never been busier, more focussed, and more committed. The mistake some moms make, Dennis feels, is the lack of commitment to this very real full-time work. “I think a lot of moms think they can work a bit while they are home with their kids and in reality it is hard without help, you need to have some support and childcare in order to have enough time to work.”

Ehm found the same challenge. “It’s one thing to start a small business, but add in the challenges of being there for your kids as much as possible and you can never get ahead of the game. Just when you think there aren’t enough hours in the day, your daughter is home sick with a high temperature and you’re desperately trying to squish in a few minutes of work between her vomiting all over the floor,” she says, smiling.

Advice for moms thinking about entering this world? Dennis says “be prepared to succeed! Everyone prepares you for your business to fail, no one prepares you for it to take off and grow, thus taking more and more time and money to keep growing and succeeding.” Ehm adds “Be prepared to work harder, longer hours, and for less money. It’s a mess, but it’s your mess. Hurray for moms!”



MAUREEN DENNIS, FOUNDER/
PRESIDENT OF WEE WELCOME
INC., WITH HER TWO SONS.