

MOMPREENEUR ON THE MOVE

By Chelsey Steinlicht

Mom•pre•neur (noun)

1. A mother who is busy raising a business and a family.



TELL ME ABOUT YOU!

What stage are you current
at in the mompreneur
adventure? (Poll)

Where are you from? (Chat)

WHO AN EXAMPLE OF A MOMPRENEUR?

- A famous and globally-admired mompreneur is Harry Potter author J.K. Rowling. Rowling's story is exceptionally inspirational. Despite extreme poverty, the single mom wrote the legendary stories of the fictitious world of Harry Potter, when her youngest daughter was not much older than a baby.
- In 1977, Debbie Fields founded Mrs. Fields Bakeries, now one of the largest retailers of fresh cookies in the USA. Since founding the business, Debbie has managed to expand it into 11 different countries, with around 650 bakeries in the United States and 80 others in countries around the world.
- Sara Blakely is the founder of Spanx, a multi-million-dollar undergarment company.
- Local Female Owned Businesses – Red River Coffee, Cyclebar, Vanity Bar, Beans Coffee





MOMPREENEUR TRENDS

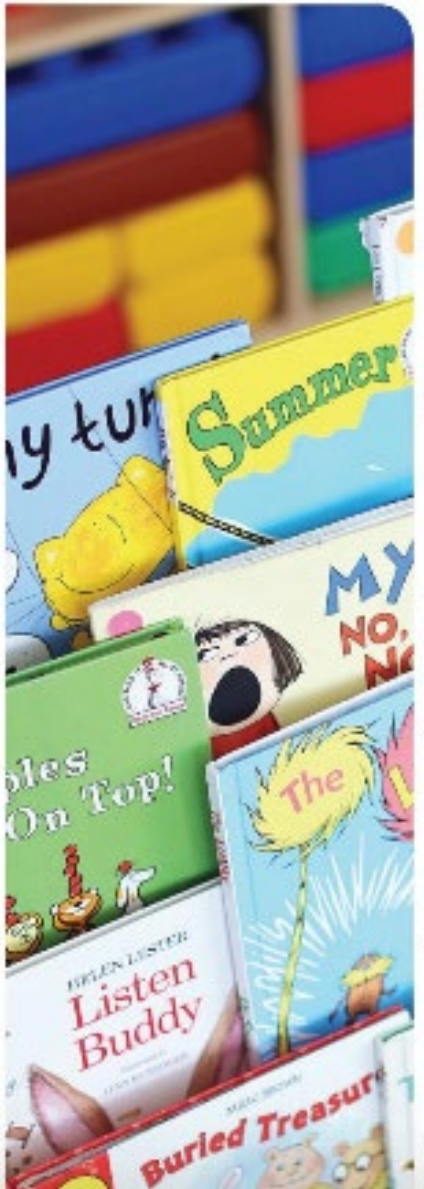
CURRENT MOMPREENEUR TRENDS

- One in every three small business owners are mothers.
- The rate of starting a new business for women is double compared to men
- According to the research, 57% of women starting their own business at the age of 40 or over and the average age of the first child tend to be six before women start their own venture.
- If we consider the percentage ratio then 79% of Mompreneur are married and 95% have a partner who earns an income.
- The study shows that 79 percent of Mompreneur have 1-2 children while 71 percent have primary childcare provider.



OUR STORY

- Parenthood – the only ‘hood’ that counts
- Developing a need and niche
- What inspired Bright Futures?
- Evaluating my skills
- Finding the resources
- What’s the plan?





BRIGHT FUTURES LEARNING CENTERS

Founded in 2012 – while working a full-time job elsewhere

Opened first location on July 1, 2013

Fulfilled a need to expand in February 2014

Approached by the DHS in June 2015 for expansion





BRIGHT FUTURES LEARNING CENTERS

Opened second site in Rocking Horse Farm in May 2017

Moved original building from strip mall to stand alone building in 2021

What will the future bring?

MOST COMMON MOMPREENEUR QUESTIONS...

What does your typical day consist of?

What is your most important mompreneur skill?

PROBLEM SOLVING ON THE GO!

What is the most rewarding part of the business?

What is the most challenging part of the business?

Would you do it again?



**DREAM
BIG**
Like, REALLY BIG

The background of the slide features a close-up, shallow depth-of-field photograph of several lit candles. The candles are in various stages of being burned, with some showing significant melting. The warm, yellow-orange light from the flames creates a soft, bokeh effect in the background, while the foreground candles are in sharper focus, showing the texture of the wax and the detail of the flames. The overall mood is contemplative and serene.

WHAT ARE YOUR STRENGTHS?

- Women possess unbelievable inner strength. When you become a mother, that strength becomes otherworldly. Everything changes. Your *why* changes. As we become newly cognizant, our entire awareness of the world changes. We are hyper-aware of how we interact with the world, and how it affects our children. Our understanding gives us strength, and that strength is superhuman.
- If you don't think that strength rubs off on a mompreneur's business, you're wrong. Of course it does. It's arguably what gives us our competitive advantage, even as we fight against the disadvantage of sleep deprivation.
- Own that inner strength and use it to your advantage, because it *is* your advantage.



DO YOU
HAVE THE
PASSION?

"Life's too short to spend time doing anything for just a paycheck, especially when what you are doing takes you away from your children and family. If you love your work then it will be easier to lead a balanced life."

BALANCE VS. INTEGRATION

My word of choice is **INTEGRATION** with work and family balance. It is not about balance – it is about integration. That may be rocking my own baby in the middle of the night or working until the early morning to meet a business deadline. Some days my business requires more time from me and some days my family requires more.

My goal is to be present when my children need me.



MOM TIME OUT!!

- As a Mompreneur, it's not just rare to have "me" time -- it's a nonexistent concept. At every moment, there will be someone who needs you; whether it's your children, your employees, your friends... you need to be aware of this and plan for it. No one can function without blocking off some time for themselves. Self-care is important, and your ability to function in both roles depends on it.
- Mompreneurs are always running up against the clock, so you have to be strategic with your time. Always be on the lookout for ways your time can work for *you*. Are you a fitness nut? Find a gym that also has childcare. Running out of time to work on *your* business ideas because you're too busy working with your team? A few times a month, schedule "Blocked Days." Blocked Days are when you block off a whole day to do anything you want work-wise, and those days are critical to growing your business. You can spend the day at home or in the office but let both your team and your family know that you won't be available all day.
- A word of caution: don't fall into the trap of thinking that making your time work for you means you can multitask. When you try to devote your time to two things at once, you're really just doing both things poorly. Set aside time for work and time for family. Recognize that to be successful as a mompreneur, you have to carve out time for yourself, too.



UTILIZE AVAILABLE HELP

MOM Guilt (poll)

Every mompreneur has struggled with guilt at some point. The first step to getting over it is knowing that it's perfectly normal -- in fact, it's a part of the job description.

As a mompreneur, your mind is always racing with all the things you need to do for your children, your business, and the business family that needs you. You have to give yourself permission to not be superwoman all day, every day, to all people.

You can't do it all at once. No one can. Learn to forgive yourself for being human. Memorize and internalize this: You're entitled to a day off, a funk, a rut - just like everyone else is. Your kids are more resilient than you think.

Easing your mom guilt is easier said than done. To accomplish this, you have to reframe how you look at the job description. It's all about *quality* over *quantity*. Wouldn't you rather be the best mom you can be for six hours each day than a stressed out, stretched out mom for twelve hours a day? Wouldn't you rather be a focused, present business owner for six hours a day than an absentee boss trying to juggle conference calls and playdates at the same time? When you accept your limitations and find your ideal work-life balance, the guilt will start to melt away all on its own.

Play to your strengths



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WHO'S YOUR MENTOR?

- Strong examples
- Being a mompreneur came naturally to me. Why? Because I was raised by one. I have an incredible relationship with my own mother and watching her successfully balance children and work has inspired me throughout my entire life.
- If you're not the child of a mompreneur, don't worry. There are so many incredible examples out there to be inspired by. Each and every mother who finds a way to balance their children and their business is an inspiration.



SUPPORT SYSTEMS

- As a mompreneur, you are the go-to person for so many people. It's important to have people in your life who are not only there for you, but who don't judge you when you can't stand up to your own ideal boss/mom standards.
- I was lucky enough to have a partner who, from day one, loved my ambitions and goals. My partner never once told me that I can't do what I dream of doing, even as we expanded our family. If you're a single mother, don't think this means you can't be a mompreneur. Your family is your support system. Your friends are your support system. Your babysitter (bless them) is your support system. The people who believe in you and enable you? They are your support system.
- You are who you surround yourself with. It is so critical for your happiness, success, and overall self-acceptance to surround yourself with people who believe in and inspire you. The kind of people who don't guilt you for your ambitions and honor your "why" even if it's not theirs.



WHO DO YOU SURROUND YOURSELF WITH?

- No mompreneur can get it done without her team. When you have amazing talent behind you, it enables you to be both the best mom and the best business owner you can be. Your team should understand you, and understand the empire you're trying to create.
- Any entrepreneur can tell you that building your team wisely is critical to your success. You need employees who can take on the tasks that require skills you're not as strong in, or that take up too much of your valuable and limited time.
- As a mompreneur your time is twice as limited as that of the average entrepreneur, so you have to be twice as picky about your work family. Your employees are your second family, so they have to support you just as much as your business will support them. Hire the kind of people who will not just reduce your workload, but your stress load.





CHALLENGES

- The hardest thing about being a mompreneur is that the clock is always running. There is always someone who needs you. You are never off the clock, and the responsibility falls entirely on you.
- Don't be afraid. When I started this journey, I was terrified of disappointing myself and others if I failed. The biggest struggle towards my success was believing in myself. You will fail or succeed on your own terms as both a mom and an entrepreneur. So you have to have the drive, the vision, the aptitude, and the ability. None of those things will matter if you don't believe them of yourself.
- You are always on the clock, but you are also the boss of your life. Know when to unplug the clock. Being an entrepreneur is a full-time job. Being a mother is a full-time job. Being a mompreneur is the most rewarding thing in the world.

GIVE ME ALL
YOUR
QUESTIONS?!

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BUILDING A BRIGHT FUTURE

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