

The MOM Entrepreneur

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Offering tips, advice and resources for balancing motherhood and running a company.

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The Mom Entrepreneur to recognize inspirational women

Blog will highlight 30 "lemonade from lemons" stories in 30 days

Barrington, NH: The down-turned economy has left many small business owners wondering what the future holds for them. The fear of losing their business has encouraged several mom entrepreneurs to look for opportunity while others cut spending and layoff employees.

Thirty inspirational women will be highlighted over a period of 30 days on The Mom Entrepreneur blog, which offers tips, advice and resources for balancing motherhood with running a company. These mom entrepreneurs' stories demonstrate how these amazing women have decided to make "lemonade from lemons" using a little creative ingenuity.

"I have received dozens of emails from mom entrepreneurs all over the country telling me their "glass is half-full" stories," said Traci Bisson, owner and founder of The Mom Entrepreneur. "From Misty Gibbs, owner of My Inspiration Lounge whose vision is to "help women feel empowered, especially during this time, so they can take control of their lives and become better prepared for future downturns," to Sarah Laufer, owner of Play Outdoors whose business launched in 2008. Laufer has decided to focus on "being who we are and continuing with our goal of creating a place where parents and kids are encouraged to get outdoors".

These women and 28 more will be featured in a 30-day inspirational story marathon starting November 15 and concluding on December 14.

Mike Michalowicz, author of "The Toilet Paper Entrepreneur" (Obsidian Launch, LLC, 2008), in a guest post for The Mom Entrepreneur blog said "so here we sit, as entrepreneurs, on an economy that sucks. It will either revive over the next year or two or even perhaps die. But one thing for sure, it will get worse before it gets better. And it is now, right in this moment, that it is the best time to start a business."

The 30 stories in 30 days marathon will highlight mom entrepreneurs who also feel that now is the best time to start or grow a business because even in a sour economy lies optimism, promise and positive change.

To learn more about The Mom Entrepreneur and to follow the 30-day inspirational story marathon, visit www.themomentrepreneur.com.

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About The Mom Entrepreneur:

Traci Bisson has been a mom since February 2000 and an entrepreneur since August 2000. Eight weeks after she returned from maternity leave, the company where she had been employed for five years went out of business. She decided to try doing her own thing and failed miserably. After another year of working for two different companies (the first laid off the department she worked in and the other was showing signs of going under), Bisson decided to try entrepreneurship again.

Raising her two children and growing her first company, [Bisson Barcelona](#), an image management and high visibility PR firm, have been both challenging and rewarding.

Bisson started [The Mom Entrepreneur](#) in April 2008 as more of a hobby. She began blogging about her challenges and successes. That same month, she sent a query out through two news channels looking for tips on balancing family and business in order to generate some additional content for her blog. Bisson anticipated she would connect with a few other mom entrepreneurs, interview them and post their stories on her blog. In less than 48 hours she had received 400 emails with more than 1,000 tips from mom entrepreneurs all over the world.

From that point, The Mom Entrepreneur started to grow. The company added [The Mom Entrepreneur Support Group](#) in June, which now has over 225 members who discuss everything from potty training to how to use Twitter.

Bisson's story has been told in dozens of publications, including the [Associated Press](#), [National Federation of Independent Business \(NFIB.com\)](#), [Women's Business Boston Journal](#), [Plan Ahead Get Ahead](#) (cover story), [Union Leader](#), [The Portsmouth Herald](#), [Our Times](#) and [Seacoast Ventures](#).