



7 LIFE HACKS

FOR THE

*MCMPreneur*

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# INTRODUCTION

I'm a mom.

I'm an entrepreneur.

That just about sums up my qualifications of being worthy to write about this topic. If you need more, I'll e-mail you my resume. However, I believe launching my first business while in the early stages of a divorce and on unpaid maternity leave with a two-week-old and a 14-month-old also gives me a little clout.

My lifestyle has forced me to develop routines that help my little family make it through each day without me losing my sanity. I'm not an expert at entrepreneurship or motherhood so, it's cool if you want to stop reading now.

But, if you want some tangible steps to effectively running your business and household in a way that allows room for more giggles and less tears, then LET'S GO!



# #1 GET A GREAT DAY PLANNER

Whether your smartphone is your BFF or you're old school like me and prefer to write everything down on an actual piece of paper, a good day planner is a must. I have been through several over the years and narrowed my favs down to ones that allow me to keep my daily to-do list and my obligations for the month all in one place. There's an undeniable feeling of accomplishment that comes along with crossing off (or tapping away) your goals.

## TIPS:

- Write out all of your meetings and appointments for the week on Sunday night.
- Plan out your meals even if you're simply intending to order pizza on the way home. Don't end up stuck in traffic on the way home without having already given thought on how you'll calm the hungry (and now cranky) kiddos in the back.
- Schedule your "me time". I'll get more into this later, but just know that if you don't plan for it then it probably won't.
- The **Simplified Planner by Emily Ley** - This is my absolute fav! I have tried to stray from it several times just to try out whatever planner seemed to be popular at the time, but I always come back to this one. She offers a weekly or daily edition in an array of cover options to suit your personality. *CLICK HERE* to order yours!

## #2 STRATEGIZE AND RUN YOUR REPORTS

You can't properly plan for the upcoming week if you don't know where your business stands at the end of the current one. I need to know exactly how many products I need to sell, yoga students I need to have, new web design clients I need to have, and new partners I need to help launch their businesses each week in order for me to hit my goals. And guess what, so do you?

One of my favorite business planning tools is **The Profit Planner** by brand strategist and digital marketer Emmelie de la Cruz. It has really helped me maximize my time by properly planning each quarter. Now, I'm going to let you in on the biggest secret to getting the most out of The Profit Planner: use it.

### TIPS:

- Run your revenue reports from the current week and set goals to maintain or increase those numbers in the upcoming week.
- Share necessary information with other business partners or team members if any.
- If you are the sole force rocking your business, then make sure you have some type of Quickbooks-like app downloaded to your phone.
- If you have partnered with an affiliate program of some sort, download their app if one is available or save the site to the homescreen on your smartphone so you can easily check charts while waiting in carpool lines.

# #3 SCHEDULE BABYSITTERS

Now that your day planner or scheduling app is in order, then you should already know when you'll need an extra pair of hands to help with your littles. Don't wait until the last minute to schedule a sitter. As a single mom, my children already have a set schedule of when they spend time with their dad. I try to respect his time just as I anticipate he will respect mine, so I do not call him every time I have a work event. Having a reliable sitter is key! My children have been blessed to have the same sitter since my now 4-year-old daughter was only four months old. It's important that you choose someone you trust, so you won't hesitate to contact them for help.

## TIPS:

- Look through your planner and send the dates you need help to your sitter at least two weeks in advance to make sure they are available.
- Don't be afraid to ask family for help. If you trust them and they are willing to love on your littles while you're working, *let them!*
- Check with high school and college students at your church. Get in contact with the youth or college ministry director and ask them to make a recommendation because they have already developed a relationship with those they serve and may know who would be a good fit.



# #4 SCHEDULE WORK-PLAYDATES

I basically suck at getting work done when I'm alone.

I'm just one of those people who feed off the energy of others. We don't have to be working on the same project or even talking to one another for that matter, but being around someone else who is focused helps me focus.

Case and point: I left my comfy couch to sit on the stiff chairs in a local coffeehouse so I could be surrounded by other people who are working. I know the only free time I have to fully concentrate on business is when my children are with my ex-husband or at school (which is currently only part-time). So when they are home, I schedule work-playdates with other MOMpreneurs. That way our children can play and we can be about our grind!

## TIPS:

- Find kid-friendly locations with free WiFi. I frequent Chick-fi-la because I can let my children play in the indoor play area while I work from a table nearby without losing sight of them.
- Be sure to fully charge your laptop and smartphone before leaving the house in case the location doesn't have outlets for customers.
- Consider using your phone as a hotspot for locations that don't have WiFi like parks.

## #5 DRINK WINE

Now, my dear sweet sister in this mama-businesswoman game, you can take the title of this tip literally or figuratively. The choice is yours. When suggesting you "drink wine", I simply mean take time to slow down and indulge in something that is just for you. It's all about *self-care*. This could be a glass of your favorite red, or a bubble bath while Andra Day plays in the background. I have found the space I occupy in body and spirit tends to operate a little better when both methods of decompressing become besties.

### TIPS:

- Finally, make time for that book you've been wanting to read. If you're like me, then you may do better with downloading the Audible version and listening while you tidy up a little before bed.
- Plan a date night with your significant other, and leave your phone in the car. I know most mamas can't imagine being without their phone. Woo-saaaah, mama! Leave the name of the restaurant or venue you'll be attending with the sitter so if it's a REAL emergency they can contact you.
- Buy treats to keep in the house that are just for you. I know I used to hate that my mom wouldn't give me one of her Ferrero Rocher balls when I was a kid because she said they were just for her. Now that I'm a mom, I totally get it! ...and I keep some in my nightstand; don't tell the kids.
- Drink wine; literally. (...okay, or tea.)

# #6 CREATE BLACKOUT DAYS

One of the best business tips I've ever received as an entrepreneur was to make sure I schedule "off days". Being a mother is already a fulltime job with no paid time off, no vacation days, and no one to fill in when you're sick. Don't turn your business into another child. I have learned to designate at least three days throughout the month where I do not work at all! No, e-mails will be checked, no reports will be run, no clients will be called. Business owners are often under a lot of pressure to get their business in front of potential customers fast and first, which can cause early burnout. I have learned to lean on God in this area, and trust that whatever clients He has for me are just that; FOR ME. So, no one can take them from me. He honors our rest.

## TIPS

- Don't feel guilty. You deserve it.
- Use the last week of the month to review your responsibilities in the upcoming month. Figure out which days can be your "blackout days". Then, use a black marker and cross those days off your calendar.
- Use those days to really focus on your personal development, not to schedule the work you'll do the next day.
- SOAK IT ALL UP!



# #7 CELEBRATE YOUR WINS

I am a natural cheerleader-mom. By that, I mean I make a big deal out of everything my children do. I squeal with excitement everytime they remember to put their dishes in the sink after dinner, dang near threw a party after every successful trip to the potty during those exhausting potty-training months, and they have baby books that could be in the Smithsonian. However, I used to dumb down my own victories. Why? Who told us celebrating the little wins we have in life and business took away from the attention we show our children? Being humble does not mean you have to ignore your success. Celebrate YOU!

## TIPS

- Every morning you wake up early enough to actually read a devotional and spend time with God before the kids wake up, reward yourself with a literal pat on the back and a happy dance in the mirror to a song that energizes you. Just like you give your child a treat for using the potty, I highly recommend you reward yourself with a yummy treat after lunch for clearing out your e-mail inbox before noon.
- Plan a spa day at the end of each quarter, but add the stipulation that you can only go in you meet your revenue goals.

**DREAMING OF  
BECOMING A**

***MCpreneur***

**BUT NEED  
HELP FUNDING AND  
MARKETING YOUR  
BUSINESS IDEA?**

**LET ME HELP YOU!**



After going through a very difficult divorce and becoming a single mother in 2015, I knew I had to find another source of income to supplement what I made working at a major university in my area. So, I contacted a friend I'd met via social media and began building wealth as an affiliate blogger.

Fast forward to 2018: I have developed a 6-figure business through affiliate blogging, been able to launch my own web design and social media management company, and am able to spend more time with my children than I could have ever imagined. Let me help you develop your own plan to reach your goals!

**TO SCHEDULE A ONE-ON-ONE SESSION WITH ME TO  
GET A STEP-BY-STEP GUIDE TO FUNDING YOUR  
BUSINESS IDEA, [CLICK HERE!](#)**