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**FREE GIFT!**

10.5 reasons why **MUMS**  
Will **SAVE THE WORLD!**



*Greetings fellow Mummy!*

*I'm SO excited that you're reading this! Whatever stage you're at with your business (whether you've just had a great idea but you haven't yet started, whether you're already juggling a busy home life with running a business), I really hope it resonates with you and helps you see just how extraordinary you really are... because... the truth is... **MUMS ROCK!***

*I believe that there isn't a single challenge that the world is facing right now that can't be solved if us mums step up and become the leaders we really are!*

*If you are a mum who wants the very best for your child... (and let's face it, how many mummies do you know that*

don't want the best for their little ones??) well... you're in the right place! Same here!

The truth is that if we want our children to grow up with the determination and self belief to follow their dreams and live a fulfilled life doing something that makes them happy we need to lead by example and do it ourselves (!) but believe me, I know firsthand that after having children you can feel a little lost, as though you're not the same person you were before (funny that!!). I hear from a lot of mums who feel unsure and are lacking in confidence which sometimes means their dreams and aspirations get swept under the carpet... and that means that their

children see them feeling unfulfilled and unhappy... and we all know, mum has to be happy to run a happy home, right?



*I'm Elle (short for Michelle) Holmes, I'm The 'Be the Change' Mumpreneur (I'm a Social Media Strategist, Speaker and Coach) and more importantly, I'm the proud mummy of two fantastic little people. Tate is 4 and Mayumi is 1.*

*You should probably know right up front that I'm pretty loud (I sing a LOT!) and I've got a real 'thing' for vintage chic, pinny's, Audrey Hepburn, Doris Day and cupcakes... even though in real life I spend most of my time in my wellies somewhere in the deepest, darkest depths of Cornwall getting muddy with the kids!*

*I believe that life is for living... EVERY single moment, and as mums the most important thing on our To Do list is having a great time every day with our children. They grow up so fast after all. However, I've learnt first hand that when you run your own business it's all too easy to fall into the trap of 'only thinking about the future' and putting off living TODAY for what you're building for tomorrow... I convinced myself that I was doing what was best for my children by working hard and building an income, but you know what... I think it's possible to have it all so... I'm starting again!*

*Having clawed my way up from living on benefits and a diet consisting mainly of beans on toast to earning around £6,000 a month from home within 6 months... (only to find I was working crazy hours and missing out on all those scrummy mummy moments) I decided to strip right back to basics to start again and*

rebuild my business and my life EXACTLY how I want it! Can we have it all? I really think we can and I'd love you to join me on the journey! It's like the search for the Holy Grail when you're a Mumpreneurs isn't it - mastering being a great mum, having lots of time with the family, running a business that makes a difference AND being super successful! 😊

I'm on a mission to help Mumpreneurs, Mompreneurs, Business Mums - whatever you like to call yourself... to find the balance - to have fun running a business they love that shows their children (and everyone they meet) that it's possible to be successful doing whatever makes you happy, to live life in the moment enjoying all those proud mummy moments AND to bring in the money too!

So, right now I'm pulling together experts in all aspects of Business, Parenting, running a Household, heck - even Hormones

- in order to create **THE BEST ONLINE RESOURCE** available to Mumpreneurs where you can come and get **All** the support you need to be happy in all aspects of your life! My own speciality is Social Media and I'm looking forward to showing you how to use this phenomenal culture shift to grow your community and make your difference!

One of my clients made over £400,000 in additional revenue over a 10 month period using Twitter alone this year and I'll be sharing all the strategies used to achieve that with **YOU** on my website (most of the resources on the site will be totally **FREE** by the way - I genuinely want you to **SHINE** so you can make your difference and be the change **YOU** want to see in the world!

The reason why I call myself 'The Be the Change Mumpreneur' is because I'm focused on creating a happier world! Mums are the

hearts of their households, if they are happy, **EVERYONE** is happy but the truth is, these days many mums feel overwhelmed and exhausted... they want to be at home, take care of their kids, do the cooking, keep the house spick and span, look fabulous, see their friends, have a great relationship, win the award for Mum of the Century **AND** run a spectacularly successful business and the truth is that a lot of us end up burning out and missing out on so much... the change I want to see in the world is happier mums who **CAN** have it all, because happier mums mean happier families, happier families make happier communities and happier communities make a happier world!

*And the children of these amazing mums will learn that they **CAN** have it all too... they will see that they **CAN** do what they love, be successful, make a difference and have a wonderful life... and so*

*the ripple spreads outwards to make the world a better place!*

*That's my vision.*

So... you now know that I believe that in order to raise empowered, joyful kids who'll grow into the kind of adults who will think for themselves and follow their hearts then I have to lead by example!

Let's face it girls, we all know that children don't do as we say (if only!) they do as we do... so if, like me, you want your child to live a life that makes them happy in a world that is full of happy people... it's time to make it happen!

*There's something else you need to know about me too... you see, I've got this theory which as far as I can see is pretty unique:*

*I believe wholeheartedly that being a mum pretty much acts as a sort of entry level qualification which means that, (if you are able to recognise it as such) you'll see that you already have all the experience and skills you'll ever need in order to become a successful Entrepreneur!*

*Following your heart and creating a business doing whatever it is you are passionate about is not selfish or indulgent... it's the best way to be a really great parent (and citizen of the Earth) because in doing so you teach your children how to be happy too.*

*You know, I used to want to change the education system (it was created to churn out worker bees to serve the Industrial Revolution and most of us come out of school trying to fit into the box that will make us the least unhappy and the world has sooo*

moved on from that place) but now I realise that we can make all the difference we need to at home!

Mummies - it's time to do what you love... to love the things you do and to *make your difference in the world!*

I don't have time to go into everything I've learnt on my journey right now (watch this space for a book that wants to be written though!!) but to cut a long story short, when I became a mum I felt like I forgot 'who I was' - everything I did centred around my children... I cleaned the house, I did the laundry... I wiped bottoms - that sort of thing. I couldn't remember the person I'd been before... and it wasn't until I started running my own business (some 5 years later after my husbands' bankruptcy and a few years living on the breadline) that I realised that I'd actually

become a whole new person. And I hadn't lost anything at all - I'd gained a tonne!

It became apparent really quickly that the skills I'd accumulated just from doing the day to day stuff as a mum gave me a 'little something extra' in the business world... but it was like a really well kept secret... no one else seemed to know about it! I've come across a lot of mums with big aspirations who lack confidence or feel like the business world is too intimidating and just not the place for a mum.

Nonsense!!! If you've ever sat and doubted that you are a business savvy change maker read on - you have everything you need **RIGHT NOW** to do whatever it is that you dream of doing. Dreams - remember them? It's time to make 'em happen Mrs!

*I'm going to share with you just a few reasons why YOU could change the world right now, if you were to decide you wanted to give it a go!*

## The 10.5 Reasons Why Mums Will Save the World!

Entrepreneurs are the world's change makers, the innovators... the 'make it happen' folk who are... well, making it happen (!!) and it's time for more mums to take their rightful place as the leaders they truly are. It's time for us to make our difference and inject a little more **HAPPINESS, LOVE** and **FUN** into the world! There's no one more qualified than mums to do that!

## You ROCK at research!

Ok girls; remember that moment when you first found out you were expecting your little angel? If you're anything like me, after the initial shock and elation you started devouring every single piece of information you could find on the best pushchairs, cots, the colour schemes celebs had used to deck out their baby's nursery, children's savings plans, the cutest possible outfits, baby blankets, toys, nappies etc, etc, etc... You read all the leaflets with a

photograph of a baby on the front in the doctor's waiting room, you bought about 20 books on pregnancy and you read every single one. I'm right aren't I? You went out there and you thoroughly researched this amazing new world you would soon inhabit. Not only that but you then decided which bits related to you and made 'em happen and that my friends, is an essential skill for any Entrepreneur!

As a business owner you need to be able to research your market in order to really know them, researching the need for your product is key too, and then there's competitor research, customer satisfaction surveys, researching the best methods to market your business... yes; research is a skill you will definitely need from the get go. But, look - when little Johnny comes home with the latest cold / nits / tummy bug from preschool and you need to be find out what is the best course of action, how much effort is it for you to

*get to the bottom of the matter at hand? Hardly any! See!  
You're already got these skills in the bag!*

## **You're a PLANNING expert!**

*Do you remember what you decided was going to happen during your labour and birth (guffaw, guffaw - it makes me giggle just thinking about this if I'm honest) i.e. do you remember what you put in your birth plan?*

*Oh, so how about that super organised and rigid routine you mapped out before your little one was even born? You know the one, up at 6.30, shower at 6.45, feed at 7am, activity until 8am, nappy change and sleep etc, etc... Yes, I know it quickly slipped into a rather less organised and rigid routine as soon as you realised baby hadn't read the same books as you had but... you still did the*

*planning didn't you? What are you cooking for dinner tonight?  
What activities have you got planned for the kids this week?  
What's on your shopping list this week? See what I mean...  
you've inherited a few skills in this area haven't you?*

*Being able to make plans, both long and short term is another  
important skill in the tool box of the business owner and you've got  
it down pat! High five! ☺*

## **You know if something is for you or not...**

*Remember when, during pregnancy, you'd be minding your own  
business doing the weekly shop in Asda when suddenly you'd  
realise that someone you'd never met before had both hands  
attached to your tummy and (even more distressingly) that they  
were gazing into your eyes with a deeply caring expression and*

asking you when you whether it was a girl or a boy (even worse you may have had this happen several months **AFTER** you'd had the baby like me - oh the memories! ). Anyway, I digress.

Then later down the line when you were in the middle of trying to coax little Johnny off the floor in the middle of the dairy aisle where he was having an almighty tantrum, someone would come along and tell you that you really ought to be able to control your child and that perhaps you should consider exercising a little authority every now and again.

Ah yes, we've all been there... but as luck would have it, these experiences provide us with a valuable opportunity to take whatever is being said to us, process it, decide whether or not it deserves any further exploration and then to either integrate it into our future approaches or to dump them as quickly as possible.

*There are all sorts of different approaches to business and life out there, a zillion people all shouting out trying to get you to listen to what they're saying, to buy their thingamabob - whatever it might be, luckily you know yourself well enough not to get sucked into anyone else's vision of what's right - you've got your own mission in the world and your own ways of getting where you should be! Being able to make a decision intuitively is so one of our gifts!*

## **You can tell it like it is... with love... 😊**

*The 'bump touchers' give us an opportunity to assert ourselves too. We know how to take hold of those two unfamiliar hands, to remove them from our baby bumps and to very kindly tell the strange person at the end of them that we'd really appreciate it if*

*they would respect our personal space but thank you very much for the support.*

*Being able to say 'No', to stand up for what you believe in and to do things your own way are really important if you want to run a business! In fact... it's just important full stop! Luckily, thanks to your experiences as a mummy, you're already able to do this. 😊*

## **You feel the fear and DO IT anyway (because there's no other choice)!**

*Remember sometime during the 2<sup>nd</sup> trimester when you suddenly realised that this was **REALLY** happening?? Remember that? Do you recall feeling like you were running out of space in your own body? Or watching your bump continue to get bigger and bigger in ways you would never have imagined possible? Or maybe it was*

the fact that you couldn't turn over in bed anymore, that you couldn't sleep for more than 20 minutes without getting cramp and that you couldn't walk more than 5 steps at a time because of the searing pain of sciatica that shot down your legs when you did... and then the realisation suddenly hit you... that life was so much easier **NOW** than it was going to be when your baby was on the outside of your body!

Oh, yes, that was one of those key moments in my life when I realised how utterly terrified I was of becoming a mum... while simultaneously making the commitment to being the best darned mum I could possibly be **REGARDLESS!**

let me tell you, you can't buy the kind of strength of character that comes from being a mother. I know you've been scared out of

*your mind at many times during the journey of motherhood, but I also know that you've put that fear aside and done whatever you needed to do for the good of your child and your family!*

*We are mothers, hear us roar! Have I mentioned how amazing I think you are?*

*Anyway - in business there will be times when you just want to give up, things just get too scary and you feel like it would be best to just stop doing whatever it is that you're doing and leave it to some hot shot to fill that gap in the market instead of you... but the thing is, there's **NO ONE** out there that can do what you do exactly the way that you do it and if that idea that's been in your head for the last few weeks, months or years is something that you know in your heart needs to be brought to life... you've got to make a commitment to make it happen. Otherwise you'll be letting*

*yourself down, you'll be teaching your kids not to follow their dreams (oooh, that one stings doesn't it?) and you'll always wonder 'what if'?*

*luckily, you inherited balls of steel when you brought life into the world and you can deal with the fear factor, do the homework you need to do to find out where it's coming from... and move past it!*

## **You WATCH the pennies!**

*Every penny counts when you're a mum doesn't it? Whether it's nappies, new shoes, school supplies, school dinners or the latest toy advertised on the Cartoon Network - there always seems to be something you need to pay for! Well... there's always something that someone is telling you you really need to buy anyway!*

As mums, we **KNOW** how to watch those pennies! We sacrifice that gorgeous pair of heels we saw last week in Selfridges so that we can send little Johnny off on the school trip he really wants to go on... we save up for the family holiday at Disneyland... whatever it is we keep an eye on the family pot and we don't just spend money for the sake of it.

*Key business skill ladies, key business skill!*

*If I had a penny (ehem) for every time I've heard how important it is to know your numbers in business I'd be a richer woman than I am today - and it's true!*

*Luckily, you've got the basics in place already. Star jumps all round!*

## **You are a CREATIVE genius!**

*Let's face it, whether we're putting on the war paint in the morning, dreaming up names for our new arrival, putting the final touches to a batch of cupcakes or creating some fantastic masterpiece with the kids, mums are pretty amazing when it comes to thinking creatively aren't we! ?*

*Once again, you get top scores on the 'key-business-skills-ometer' here girls!*

*When you're running your own business it's important to be able to be creative. Who wants to blend in and be the same as everyone else? No thanks I'll pass. Whether it's your company name, the*

*may you wow your customers or the marketing campaigns you put together - creativity is key!*

## **You are WILLING to look daft every now and then!**

*I love that advert where the kid is throwing a tantrum in the supermarket and the mum basically hurls herself at the floor and outdoes him so he knows that there's nothing he can do to embarrass her in public that she can't top him on. Hands up if you've done that. **ME!!** I've done it. I'll never forget the look on my son's face... priceless!*

*Anyway, the point I'm trying to make here is that mums don't tend to take themselves too seriously... there are times when you'll be dancing to the theme tune of Dora the Explorer like your life depends on it (and thank goodness for those moments because*

they're what it's all about!!) or when you end up with baby sick all over your brand new and rather expensive top... at a wedding... while you're being photographed. That sort of thing just goes with the territory doesn't it?

Well, sometimes in business you may well feel a bit silly too. You may make a mistake and need to fess up and admit it...to yourself or someone else... you may have to rethink that amazing strategy that you just 'knew' was going to be super successful... because it's just not working and it's losing you money... or you may have to take a deep breath and attend that networking group you've been dreading going to because you know you'll make all sorts of great connections there! Whatever it is, sometimes feeling silly is just one of those things that you have to put down to experience.

Well congratulations! You've already done it so you don't need to worry about that anymore! Hell - you're almost fearless after what you've been through! 😊

## **You have got Time Management down to a fine art!**

Ok, so you need to get up, get washed and dressed, do your hair, walk the dog, get the kids out of bed by 7am, washed and dressed by 7.30am, breakfast on the table for 8, pack the school bag and the baby bag, leave the house for 8.30 for the school run... then on the way home you need to get a shop in, with the baby in tow - dash off to the Health Visitors appointment, meet Betty for lunch, get to your mums to drop the baby off while you whizz off to your Zumba class (humour me), pick up a present for Freddie's birthday party on Friday, get back to pick up number one child from school, cook the dinner, get the kids ready for bed, read the stories, tuck them

in, paint your toenails... call your best friend to catch up on the week... oh and that's before you've even done all the other things you need to do today right?

Yes, no one can deny it, you're an absolute master at getting things done and I can't even begin to explain how important that is when you're running a business (not to mention when you're a mum too!)

One of my business mentors (do you have one of these? Everybody should have a business mentor!) says that most people are world class at getting ready... because they never **DO ANYTHING!** You won't be falling into that category though will you!

## **Your heart is sooo in the right place.**

*You may not always be aware of it, but when you're a mum every single decision you make - ultimately - you make in the best interests of someone else... am I right? The food you buy, the clothes you dress them in, the place you choose to live in - you're always thinking about what's best for your children...*

*I genuinely believe that a business isn't worth much at all if all it does is make money. In this day and age, with all the challenges and opportunities that we're facing on our planet, it's crucial that we're out there doing something that impacts the world in a good way in order to have any real value. It's time to **BE THE CHANGE** you want to see in the world!*

Mums will do **ANYTHING** for the good of their children and if that's your driver, the thing you keep in mind as you go about running your business - well, that's going to benefit everybody as far as I'm concerned!

Our kids are the ones who will inherit the Earth... the future is in their hands and in my opinion we all need to be pulling our weight **NOW** to make sure we're handing it over in a good state!

You can make a difference in all sorts of ways - making people happier with the products you produce or the service you provide, re-educating people to change their behaviour in order to preserve and protect our planet, empowering children so that they can step up and create a positive future for themselves... whatever it is, I believe, if you're a mum, being the change you want to see in the world **FOR YOUR CHILDREN** will keep you focused and constantly

*drive you forwards whenever times get hard, which they inevitably will.*

## **You set the example for young people to follow!**

*Ah, that old chestnut! Children don't do as you say; they do as you do... we all know that. The world has changed. Gone are the days when you just went to school to be told what to believe, to get a job working for someone else doing something that didn't fulfil you... and then you stayed there until the end of your working life.*

*We are the people who will shape the future our children will have! I don't know about you but I want my kids to grow up in a peaceful, harmonious world where we respect nature, ourselves and each other! But the fact of the matter is that this isn't what is going to happen unless we stand up and start creating that world*

**RIGHT NOW.** One mother at a time! We need to give our children the tools they'll need to do a good job right?

Children need to be empowered, encouraged to think for themselves, to believe in themselves, to be creative and to implement their own ideas... they need to know that it is possible to live a wonderful life doing whatever it is that makes them truly happy - whatever it is that excites them... and the only way we can teach them all of this in an **EFFECTIVE** way is by leading by example!

If mummy is doing something she loves and believes in (and doing really well at it too!) what better way is there to teach her kids to do the same? I'm just saying! 😊

If you're still with me ladies then I hope you can see how perfectly placed you are to give birth to that idea you've got and grow it into

*a healthy, world changing business (and that can mean your world or the WHOLE world - delete as appropriate!)*

*Everything you've experienced has brought you to where you are right now... and there's no better time to start making your difference!*

*What do **YOU** want for yourself and for your children? Because it's time to create it. **NOW**.*

*Oooh - and here's a **BONUS** reason why Mums are just amazing pure and simple!!!*

**You have already made the most incredible contribution to the world!**

You conceived it, built it, given birth to it, fed it, nurtured it, learned from it, you've marvelled at how wonderful, challenging, rewarding, relentless and full time it is. You've adapted and changed the way you do things to stay one step ahead and to make sure you are **ALWAYS** doing your best... you've grown from the experience... you're in for the long haul... and look at how successful that's been! I'm talking about your child/ren by the way! I hope this is making sense to you. You already have everything you need to be a successful Mumpreneur who balances it All and who is happy and 'being the change'.

**You're a leader! Now LEAD!**

If there's one thing I've learnt from studying some of the most successful entrepreneurs and change makers (mums or not) it's

that they all believe in the importance of a really strong support network and that's what this is all about.

Right now, I am creating a super friendly, seriously supportive network of mums who are all working towards the same goals. Mums who want to change the world for the better and to make sure the world our kids inherit is a **WONDERFUL** one. Mums who intend to be truly awe inspiring Mumpreneurs (with the emphasis on the MUM part)! If that sounds good to you I'd just **LOVE** for you to be a part of it!

If you sign up on the website, I'll stay in touch regularly, sending you lots of free hints and tips on all sorts of things related to being a Mumpreneur. It's not all business stuff either (although some of it is) I want to share my journey as I strive to achieve the perfect balance. Having no money but all the time in the world

wasn't quite right, but having a great income and no time wasn't right either. It's time to achieve the perfect balance **TOGETHER** and to support one another in **EVERYTHING** we have to think about in our busy lives... the kids, the shopping, the laundry, the housework, the cooking, running that lil business of ours, our relationships, our 'me time' - the **LOT!** It will all be covered! I'll send you free tutorials and invites to free webinars too! **AND...** because mums deserve to be treated (A LOT) every now and then there will be some seriously lovely surprises in store for you as well! Just because! 😊

So, come and take a look around the site <http://www.michelleholmes.co.uk> and let's get started on this journey together!

You can also come and 'join me on my Facebook Page <http://www.facebook.com/mrswhizzypop> , follow me on Twitter [@ elleholmes](https://twitter.com/elleholmes) and pop me in a Circle on Google+ <http://www.gplus.to/elleholmes> let me know a little bit about you and the difference you want to make in the world!

We can do this together ladies! I promise! The time to lead by example is **NOW!** Let's be the leaders we **REALLY** are and 'Be The Change' we want to see in the world for our children!

Smiles and Sunshine! ☺

Elle xx