

MUM'S BUSINESS - Monday 31 July 2006 by the Extra Team Transcript

We all know how big a job being a parent can be.

Soccer practice, drama lessons, not to mention, those last minute assignments.

So, it's little wonder why in many cases, one parent, and mainly mums, choose to stay at home.

But although Tarisha Olen and Lynette Skeers are busy, stay-at-home mums they haven't let that stop them from standing out in a crowd!

They set up accessory decorating company, 'Glamour Ice'. Here they sell Swarovski crystal kits, people can either decorate items of their choice or have Lynette or Tarisha decorate for them.

However, they're not the only ones with the ideas. Mum Tracey Lucock has also found a niche. This time in maternity clothing.

Her company is called 'Fresh Mums' and differs from other maternity ranges all thanks to an 'under the bust' breastfeeding approach.

But for those wanting some help in setting up a home business maybe Sonia Williams book, 'Show Mummy the Money' is worth a read.

Sonia's book looks at how to generate a good idea then the tools you need to turn that idea into a successful business.

Jo Mason specialises in freelance marketing and says nine out of 10 small businesses, don't have a workable action plan.

So if you are setting up your own business, find out:

- who you want to talk to
- what your message is
- what you're offering.

And in addition to that, author Sonia insists the biggest message is to research.

For more information on 'Glamour Ice' go to <http://www.glamourice.com.au>

Sonia Williams, the author of 'Show Mummy the Money' can be contacted via the net at <http://www.showmummythemoney.com.au>.

You'll find Tracey Lucock from Fresh Mums via the net at <http://www.freshmums.com>.

And Jo Mason from 'JoshPosh Marketing Solutions' on 0411 393 604.