



Sonia Williams

Show Mummy the Money

By Sonia Williams, edited by Jonathan Jackson, Editor of 'Wealth Creator' Magazine
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Many readers of 'get creative' magazine would have faced the 'return-to-work' dilemma. More and more mothers find they are torn between staying home with their children and needing the income and mental stimulation of a career. According to Sonia Williams, Australian women working from home can have both, and in her new book, 'Show Mummy the Money', she says she'll show you how.

Sonia says the aim of the book is to bridge the gap between the workplace and the nursery. It's informative, easy to understand and will give you the know-how and confidence to start up your own home-based business. The book focuses on helping the reader to discover what they could do from home, what skills, hobbies, expertise and interests they could capitalise on to become an at home 'Mum making Money'.

Sonia's top tips for turning creativity into \$ cash

(exclusively for 'get creative')

1. The first step is to decide on what you can produce well and or would like to do from home. It's more cost effective to focus on the skills you have already developed since it is highly probable you'll already have the necessary equipment or you'll already be somewhat set up to produce a commercially viable product.
2. Examine your competitors. You need to differentiate your product offering from theirs.
3. Develop a prototype and seek the opinions of your potential customers - both retail outlets and end consumers. It's easier to improve a product concept **before** production than after.
4. Consider where you could sell your product range. You are not limited to where you can sell hand made craft products. Let's use someone whose skill involves ceramics as an example: Possible outlets to sell vases, plates, ornaments, picture frames, canisters, kitchen and bathroom items include small and large giftware stores, homeware stores, boutique retail outlets, large department stores, various select markets, over the Internet or to

party plan businesses. Nurseries and florists, will take garden items and specialty souvenirs can be sold at tourist centres.

5. If you decide to sell your product range at a local market, be sure you select the right one. Personally I would suggest the boutique stores, giftware retail chains and even large department stores - where customers are prepared to spend - are all optimal avenues. You could even consider selling your product range to intermediaries, such as gift hamper businesses or other businesses who would incorporate your product into other, larger product offerings.

6. Novel packaging and presentation is important; customers who purchase hand-crafted products are also attracted by presentation.

7. Want to use your craft and creative skills but not go into full scale production? Why not teach others? This is a great way to make money with very little start-up capital, particularly if you team up with a business who has the necessary equipment to hold classes.

8. You don't necessarily need to start with a website, you could use alternative means initially such as EBay. Also you don't need to mass produce a large range to begin with. You can start small and sell to a select number of retailers, growing your business organically. Over time you'll find you've developed a blooming cottage business.