

# show MUMMY the MONEY

how you can be an at home mum and make money

BY SONIA WILLIAMS

## **Show Mummy the Money**

**Author:** Sonia Williams

**Publisher:** Lucy McGoo

Although this book has been written to help 'stay at home mums' to work out how to start their own business from home, it should be on the list of everyone who is thinking about starting their first business.

A great little handbook, it covers everything the first time business person should do in order to start up their own business. I say 'should' because there are very few people I know in business who actually went through this process – and probably should have.

From generating ideas for a home-based business (any business?) to assessing those ideas, developing the business – including the business plan, structure, accounting, Intellectual Property, getting funding and marketing and sales.

It's apparent the author, Sonia Williams has not only done this for herself, she also understands business.

Particularly interesting is what she calls her 'hall of fame' where she does a small study of some very successful mummies including Janine Allis of Boost Juice fame and Diana Williams of Fernwood Women's Health Clubs. Though I don't think they've stayed as home-based businesses!

This book is well set out, easy to read and a must for anyone wanting to start a new business – including mummies.

**Reviewed by Jane Jordan**