



**INSPIRATION:** The founder of website Bub Hub, Hilary Lauder, at home with her children Matthew, 5, Rebecca, 3, and baby Annabel



**HEALTHY APPETITE:** Boost Juice founder and mother Janine Allis

# Home base for business mums

**R**ETURN to work or stay at home? Mums often wrangle with that question. But many women are looking at ways of having the best of both worlds – turning good ideas into money-spinning home-based businesses.

A new book *Show Mummy the Money*, written by Sonia Williams, highlights that there are options for women who want to bridge the gap between the boardroom and the nursery.

As well as providing ideas for home-based businesses such as wedding organising, catering, and desktop publishing, Sonia has profiled a number of inspiring mums who offer great advice from their own experiences.

Sonia ran her own home business specialising in wedding photography for five years.

She is a mother of two and a qualified accountant who has experience in the public and private sectors.

"I am not a desperate

Ingenious mothers are staying at home and making a living, writes JACKIE SINNERTON

housewife, I am a determined housewife. Determined to contribute to the family finances, determined to see my kids grow up, determined to make a significant contribution to my children's lives and, most of all, determined to have a business so I can be a home mum and make money," she said.

New mums have to think on their feet, have to find ideas and strategies to keep the baby entertained, so new mums are bubbling cauldrons of ideas, she says.

They often come up with ways to improve their children's lives.

Her book explains that the successful Boost Juice chain was fashioned for the benefits of founder Janine Allis's children.

She came up with juices and smoothies to boost her three boys.

The international hair

removal product Nads was created in the Australian kitchen of mother Sue Jamiel for one of her daughters.

*Show Mummy the Money* shows how you can develop your idea, evaluate and do the numbers to see if the idea is a feasible money-maker and then plan how to develop and start your business.

Brisbane mother Hilary Lauder is a perfect example of mothers translating their needs and ideas into a business.

After the birth of her first child Matthew five years ago Hilary realised there was a demand for a website for new parents.

"I was new to Brisbane and wasn't sure where to find baby products and places to take the new baby. I had no real experience in setting up a website but taught myself that side of it.

"The key to success was that I had to include information that I personally wanted to know. It took a lot of time in research but finally Bub Hub ([www.bubhub.com.au](http://www.bubhub.com.au)) was set up," said Hilary.

"I didn't really start off thinking of this as a money-making venture, which I suppose took the pressure off."

"It was initiated more as something I could work on while I stayed at home with my child. I did not want to leave him.

"Now I have three kids and we are still going strong. My husband Brad now works with me and we rely on Bub Hub for our total income. We share the child care while we juggle work commitments, it works so well."

"It's taken five years but finally we are reaping the rewards financially, too... I was lucky in that I didn't have a big financial outlay."

"It was all about putting in the legwork to release the information."

Last month the website had 25 million hits.

Sonia Williams' book *Show Mummy the Money* costs \$29.95; [www.showmummythemoney.com.au](http://www.showmummythemoney.com.au)