



Million-dollar mums

Fancy being a stay-at-home mum and being able to earn a good living? **Pam Walkley** talks to three mothers who run successful businesses from home.

Katherine Sampson decided she didn't want to sacrifice the joys of motherhood for a full-time job, so she opened a little sandwich shop in the mid-'90s. She now has the fastest growing Australian sandwich franchise, with 28 stores, more planned and an annual turnover that is expected to reach \$27million this year.

Sonia Williams, author of *Show Mummy The Money* (self-published, rrp \$24.95), has not yet made her first million, but she expects her business ventures – begun when she decided she could no longer combine motherhood with a regular job – to grow into a \$1million-plus concern. And why not? Other mums have shown it can be done.

Mother-of-three Annette Sym has turned

her home-based business of publishing healthy cookbooks into a multi-million-dollar enterprise. She published 10,000 copies of her first cookbook, *Simply Too Good To Be True*, with the help of money borrowed from her in-laws in 1997. Since then, her product range has expanded to four books and a CD-ROM menu planner, and she has sold more than 1 million copies.

"Feelings of guilt can plague a working mum," she says, "but I found working from home was the answer. It allowed me to be there when the children came home from school or if they were sick."

More and more mothers are turning to working from home to avoid putting their children in lengthy and expensive childcare – and reaping the benefits. >>>

HOW TO SET UP A SMALL BUSINESS

1 Make it legal. At www.business.gov.au, you will find everything you need to know about the business registration process.

2 How much will you need? A home-based business will usually need a desk, computer, relevant software, a website, phones and other equipment. If you're going to buy a franchise, you will need the initial fees.

3 How to fund it. Can you raise the money from savings, family or friends? If you need a start-up loan, you'll need a business plan – the ANZ bank's website (www.anz.com) has a guide to writing one. And find out if you're eligible for a government subsidy or grant at www.business.gov.au.

4 How to make it a success. It takes time, energy, hard work and a proper plan to establish a successful business, so don't rush the planning and set-up stages.

