

Happy Holidays!  
From Your  
Moms-for-Profit  
Family!

# The Moms-for-Profit Connection



Volume 1, Issue 3

December 2006

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Supporting



Empowering



Revolutionizing



the moms of today.

## A Year to Remember .....

Hello Moms-for-Profit members!

Our first full year in business has been quite the joy ride.

Our growth has been significant. Our experiences invaluable. Our friends,

supporters, members, consultants and acquaintances have made this past year, simply put... amazing.

The Holidays and New Year are definitely a time of reflection, hope, and anticipation of what the New Year will bring. We all have the same sentiment and look forward to the upcoming

year. As exciting and rewarding as 2006 has been for Moms-for-Profit, well, it simply won't be able to hold a candle to what 2007 hopefully has in store!

As always, we appreciate you running hand in hand with us, juggling the daily craziness that the life of mompreneurs lead!

Happy Holidays & a very Happy & Healthy New Year to everyone! CHEERS!

*Stacey & Linda*

Top 5 reasons NOT to make a New Years resolution:

**#5: The guilt of not keeping it.**

**#4: Mommy brain. We won't remember it anyhow.**

**#3: The joy you get from doing whatever it is that you are resolving NOT to do.**

**#2: You can't decide on only one. Focus your energy elsewhere.**

**#1: We don't need more things on our to do list!**

## Ingredients for Business Success .....

As the year draws to a close, take some time to reflect on your business' progress. Think about incorporating some of these points that experts agree make the difference between a business that is good and one that is great.

- Do not accept the status quo.
- Learn from mistakes.
- Be true to yourself.
- Keep Dreaming
- Don't be afraid to take on investors if needed.
- Cultivate ideas.
- Be obsessed with doing good and doing more.
- Pay attention to the numbers.
- Teach, preach, coach and counsel.
- Hire people you like.
- Do what you promise to do.
- Have pride in your work.



It's tricky to balance business and family...your family must never take the backseat, they should always be in the front seat driving along the path of success with you.

## Modern Mom of the Month: Meet Lisa Munier

Lisa Munier, President of Special Delivery 4 Kids, came up with the brilliant concept for her company while compiling small gift packages filled with crafts, stickers and other goodies for her oldest child to receive in the mail while she was away on a business trip. "Running from store to store, wrapping each present, writing a note, and finally waiting on line at the post office," said Lisa, made me think "there must be an

easier way to send love in the mail!" So began the craft and fun package of the month club.

"As an entrepreneurial parent, says Lisa, "I have discovered that there's a time to work, a time to work, and a time to play. The first time to work relates to my business, the second time to work is for my family/household responsibilities, and the third time is to family, couple or individual "play" time. I try to set up a clear

– cut weekly/ monthly schedule that my customers, my children, and my husband can count on...I know what I am doing and my family knows what I am doing. I also enlist my family's support for my business by celebrating my business rewards with my children and my husband. Whether rewards are monetary or spiritual I let my family in on them! This celebratory attitude goes a long way... (continued on page 4)

**In 1895, cereal manufacturer C.W. Post offered the first money-off coupon in the U.S.**

**The one-cent-off coupon came with grape nuts cereal.**



## The Coupon Offer in Action .....

One often-ignored marketing vehicle that can help grow your business is coupons. Coupons can be powerful marketing tools if they're used right. Especially if you make them stand out from other marketing messages.

People love saving money! And while customers see coupons as a way to save money or get something for free, businesses see them as an inexpensive marketing tool.

That is because consumers who visit your site with the express purpose of using the coupon generally end up spending more than they'd planned. This makes coupons viable marketing vehicles for increasing

product sales and committing people to brands that interest them most.

Compared to other marketing efforts, coupons don't cost businesses a lot of money. Believe it or not, fewer than 3 percent of all coupons are ever redeemed. But just because coupons aren't redeemed doesn't mean you aren't gaining the benefits of coupon marketing.

Having a coupon establishes credibility and awareness for your company, your products and services, and your

brand. Distributing coupons to new prospects is a quick and efficient way to build interest and goodwill.

**MOMS-FOR-PROFIT MEMBER COUPONS:**

**Crafty Baby:** free standard shipping on retail or wholesale orders placed by December 20th. Wholesale inquiries email directly at [sales@craftybaby.com](mailto:sales@craftybaby.com) for pricing information. [www.craftybaby.com/](http://www.craftybaby.com/)

**Periwinkle Handmade Designs:** \$5.00 off your first online order. Use code 5off at checkout. [www.shopperiwinkle.com](http://www.shopperiwinkle.com)



- 1) Food used for medicinal purposes NEVER count, such as hot chocolate, brandy and Sara Lee Cheesecake.
- 2) If you fatten up everyone else around you, then you look thinner
- 3) Movie related foods do not have additional calories because they are part of the entertainment package and not part of one's personal

- 4) fuel. Examples, Milk Duds, buttered popcorn, Jr. Mints or tootsie rolls.
- 4) Cookie pieces contain no calories. The process of breaking causes calorie leakage.
- 5) Anything consumed while standing has no calories. This is due to gravity and the density of colonic mass.
- 6) As a woman business owner you automatically burn 200X more stress calories than the average person.

**Remember:** Stressed spelled backwards is Desserts!

Our favorite no-calorie Moms-for-Profit get-together dessert shake:

**Fruit Fluff Shake:**  
Into blender container put 1 cup chilled fruit juice (we use orange), 2 LARGE spoonfuls of Marshmallow fluff and 3 ice cubes. Blend 30 seconds or until smooth.

Hey, we're busy and who doesn't have OJ and Marshmallow fluff in the house? Besides, didn't you know that the nutrition from the juice automatically cancels out the calories from the fluff?

*Happy Holidays to all of our new and "old" members! May we all have a happy, healthy and prosperous New Year.*

## It's All About the Connection

**Welcome to the newest members of the Moms-for-Profit network:**

**Shari G**

Great children's apparel such as embellished jeans and shirts. Line of custom diaper bags as well.

**In Style Moms**

The ultimate boutique for the modern woman and her kids!

**Crafty Baby**

Your place for unique, handcrafted gifts for infants and toddlers!

[www.craftybaby.com](http://www.craftybaby.com)

**Haybee Baby**

Adorable baby products and accessories. Check it out on

[www.momtique.com](http://www.momtique.com)

**Paisley Pear**

Custom Handmade Handbags and accessories. You'll love the innovative designs and fabrics.

[www.paisleypear.com](http://www.paisleypear.com)

**The Lisa Lee Company**

(featured below)

## Products We Love .....

**The Lisa Lee Company:**

As featured in the Miami Herald and the South Florida Today Show (WTVJ), our newest member is hot indeed. Her product called "The Little Love Book" is a personal photo journal that combines the charm and hand crafting of scrapbooking with the ease of

photo albums. What a great Holiday gift! Check it out:

[www.littlelovebook.com](http://www.littlelovebook.com)

Place an online order for 2 or more Little Love Books and enter the code "freeship" for free USPS Priority mail.

Bet you can't get just one!

**Go Mama Go**

Their product called Snug and Tug is the newest and most innovative swaddling blanket on the market. Mamas craving a restful night sleep for themselves and baby will rejoice! Check out:

[www.snugandtug.com](http://www.snugandtug.com)



## Moms-for-Profit



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E-mail submissions, ideas or comments for  
the Moms-for-Profit Connection to:

[beth@moms-for-profit.com](mailto:beth@moms-for-profit.com)

*supporting—empowering—revolutionizing  
The moms of today.*

## Upcoming Events:

January 7th—9th: ENK Children's show.  
Good luck to all of our participating members.  
It is sure to be a great trade show event.

## Baby News:

Risa Goldberg, Co-Founder of our strategic  
partner "Big City Moms" welcomed twin boys,  
Cooper and Harrison, into the world.

Kevin Milette of Commerce Bank, a proud  
supporter of Moms-for-Profit, and his wife  
are pleased to announce the birth of their  
baby girl, Madison.

[www.moms-for-profit.com](http://www.moms-for-profit.com)

### ...Continued from pg 2.

your family gets excited and wants you to succeed. It's tricky to balance business and family...your family must never take the backseat, they should always be in the front seat driving along the path of success with you. This is very, very important. I never want my children or husband to feel that they are not getting enough attention."

Thank you, Lisa for not only your words of wisdom but a great product for busy moms everywhere!

A unique gift that keeps on giving way past the Holidays.

[www.specialdelivery4kids.com/](http://www.specialdelivery4kids.com/)

### Members in the Press:

The word on the street is that products by member **Chic Tots** are must haves for the stylish mom and baby! Her coverall bibs, baby slings, wristlets and blanket bags were recently featured on TheDailyStroll.com and also Boutique Mom. High praise was given for creating mom-inspired products that are practical without sacrificing style.

Celebrities such as Jennifer Gardner, Jean Louisa Kelly, and Michelle Williams have been sporting some of Chic Tots items!  
[www.chictots.com](http://www.chictots.com)

### Groovy Paper

Meet Dana Ehrlich who was recently the "featured mama" on Todaysmama.com. Her distinctively hip and



sophisticated stationery has made her a stand out for birth announcements, stationery and

Holiday Greeting cards.

[www.groovypaper.com](http://www.groovypaper.com)

In the press? We want to know! Our Members love to hear success stories. Drop me a line at Beth@moms-for-profit and share the news!