

Mom's Moment: 10 Mompreneur Tips

Written by Nadine Bubeck



The balance is tough and the struggle is real. The mompreneur boom is taking over many of us...moms eager to become an all-in-one mogul.

Granted, it's challenging to wear many hats: mom, wife, maid, chef, chauffeur, and professional. Truth be told--I do many things half-ass (like serving pizza for dinner and postponing folding laundry). However, maintaining a professional sense of self is very important to me, and I constantly strive to fulfill the creative juices flowing inside me. Success isn't always measured by money.

I had the wonderful opportunity to speak at the [Disney Social Media Moms Conference](#). There, I shared my top 10 tips when it comes to self branding. I refer to these tips on a regular basis, as they act as a guide to help me through the juggle of mompreneurhood.

So...here you go.

1. Have a plan

Ask yourself: what you are trying to accomplish? Create a list of goals.

Do you want to invent something? Determine the need, your niche, and your audience.

Do you want to start a blog? What makes yours different than the others?

Do you want to market yourself? If so, create a one-sheet and contact list.

Really determine what it is you want to do...and why. I suggest making a short-term and long-term plan. Allow room for revision.

2. Manifest & write things down

Somehow the universe works in your favor when you write things down. Jim Carey wrote himself a \$10 million check before becoming famous. While that magic doesn't work for the majority of us, it does grant you power to manifest.

3. Try not to burn your bridges

We are all connected; some how, some way. You never know when you're going to need someone from your past. If possible, leave positive footprints wherever you go.

4. Don't say no to publicity

Whether it's a big TV station or a small blogger, treat all entities with equal respect. Any exposure, big or small, can make an impact.

5. Take pride in yourself

Taking care of yourself is good for you in every way: mentally, physically, and emotionally. Set an example for your children to be healthy. If you don't care for yourself, how can you care for your family?

6. Learn to love public speaking...and the camera

It teaches you confidence. It teaches you poise. It teaches you communication. Whether you're speaking to someone one-on-one, or presenting to an audience, people skills and public speaking will strengthen your brand. If this skill intimidates you, practice...it can be as simple as reading an entertaining story to your children.

7. Have tough skin

Form it now and form it strong. Be ready to hear "no." Prepare for rejection. People can be MEAN. It can hurt, but don't let it get you down. Learn to accept constructive criticism and move forward.

8. Be a shameless self promoter

Use social media to your advantage. Try to engage with your friends, fans, and followers. Be consistent, savvy, and safe when posting pictures, thoughts, comments, and videos.

9. Take risks

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This, by far, is my favorite tip.

A great quote: *If you're not just a little afraid each day, you're probably not doing anything big or of great value with your life.*

Turn fear into tenacity.

Turn worry into action.

Go down trying. What do you have to lose?

Sometimes we cannot stop negative and worrisome feelings from entering our bodies, but we do have the power to stop them from holding us back.

10. Be proud

Every once in a while, give yourself a pat on the back. Be kind to you. Rejoice in your accomplishments. Sometimes you really do deserve a cookie for your hard work.

About Nadine

[Nadine Bubeck](#) is a mom, wife, [multi-media personality](#), host, author, [blogger](#), keynote speaker, and PR professional. She has been an anchor/reporter at TV stations in San Diego, California, and Phoenix, Arizona. She contributes to numerous [motherhood](#)-based publications and is often featured as a [parenting expert on television, among other media outlets](#). Nadine can often be found at [mommy-and-me classes](#), playgrounds, and kid-friendly [restaurants](#). She [lives](#) in Scottsdale, Arizona with her [husband](#) and sons, Nicholas and Zachary. She's a blessed boy mom and queen of the house. Her [book](#), [Expecting Perfect: My Bumpy Journey to Mommyhood](#), is available on [Amazon](#). For more: www.allthingsmama.tv

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