



**THE BUSINESS COACH FOR MOMS™**

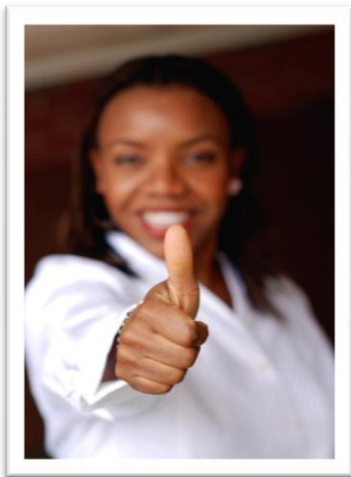
# Get Your Home-Base Business Up and Running In 30 Days

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Even With A Baby On Your Hip

**A MOMPREENEUR'S GUIDE  
BY**

**Teisha Shelby-Houston**



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**Teisha Shelby-Houston** (Lady T) charges moms to change the world through entrepreneurship and conscious parenting. Known as The Business Coach for Moms, <sup>TM</sup> Lady T believes that “an empowered mom affects generations”! She specializes in helping moms start, grow and/or transform their home-based business, as they grow and transform themselves, from ordinary to extraordinary!

An international speaker, homeschooling mom of 5, and minister, Lady T is proud to be the catalyst for other powerful women who

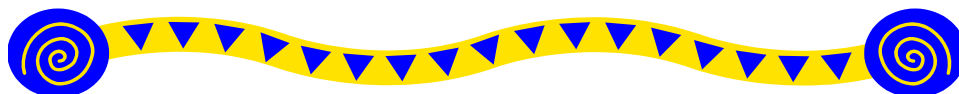
have chosen entrepreneurship and motherhood.

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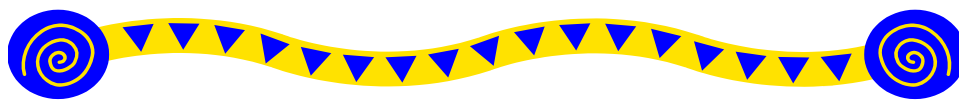
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## **So you want to be a Work At Home Mom.....**

I don't want to be a party pooper but running a business from home while raising children it is not easy. As a matter of fact it is just as demanding as your children.

However, if you've carried a human being in your body; if you have ever given birth to a human being; if you have ever been responsible for the safety, well-being, and health of a child then YOU CAN DO ANYTHING!

Motherhood is soooooo incredibly powerful! When women truly understand it, they will not ever hesitate to be and do what they were put here on this earth to be and do. When breast cancer came and knocked at my door in 2001, I told it, "I've got kids! I am not afraid of you!"

To be a work at home mom, you simply need to tap into the Power of Motherhood and pull from it strength, determination and resourcefulness.... and you'll still have more than enough!

Besides raising your children while making money is something that women have done since the beginning of time.

## **Entrepreneurship is in your bones...**

Just like motherhood. I know the women's libbers hate that statement, but since the beginning of time women bore children. And since the beginning of time women have created things of value and exchanged them with others. This was done around the world in villages, on plains, on prairies, in the mountains, in the desert. Today in many parts of the world women still exchange their creative goods for other things of value.

During the industrial revolution we moved from entrepreneurship to factory work. We stopped training our children to take over the family business and instead allowed others to train them to be a consumer and a worker bee. We became such great consumers that we had to have two-incomes. We became such great worker bees that we lost our creativity and passion.

Many women want to start a business from home but don't know what they are interested in doing. Just remember creativity, imagination, resourcefulness, passion,

and enchantment are all a part of your DNA. Every human being is endowed with talents, genius, abilities and gifts. You quickly spot it in children; it's in YOU too!

## GETTING CLEAR

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### Step 1 Go with your passions.

Often people ask me, “should I start a business that I know will make a lot of money or should I start a business that I’m passionate about?” I find this question disturbingly humorous.

Even though we see it all the time, many people still don’t believe that they can make money from their passions. The question says that they believe that we have to choose one or the other; money or passion. You can make money doing something you don’t enjoy; or you can do something that you enjoy but you’ll be broke.

I will never tell anyone what they should do because you shall have whatsoever you believeth. However, when I’m speaking to moms in particular I boldly tell them my opinion;

**“You don’t have a choice but to go with your passion.”**

Why? Because child-rearing is so very challenging; being a stay at home mom is so demanding; balancing the many schedules of a household is taxing. Laundry is monotonous. And house work is repetitive.

**Why in the world would a stay at home mom choose to start a business that doesn’t stir her passions?** That’s like asking to be shot in the foot twice!

Please don’t misunderstand me; I’m not saying that being a stay at home mom is like being shot in the foot. However, some days the “stay at home” part of a stay at home mom is equivalent to being shot in the foot; you can’t go where you want to go, you

can't do what you want to do, you can't go after certain goals because you have chosen to be ~~shot in the foot~~ a "stay home" mom.

Do not choose to ~~be shot again~~ start a business that you hate because you want money. Choose to do the thing that you are most passionate about and that way you'll still be excited and energized as you wait for the money to kick in.

And make no mistake about it; you will have to wait for the money to kick in. Anyone who tells you that you can make \$20,000 in your first week of starting your business is lying. No matter how great the product, or how wonderful the idea, you'll going to have some things to learn and that's going to determine the rate of money flow.

That's why you MUST go with your passion.

At the end of my first year I realized that I had been working day and night and night and day, yet I made less than \$400! But it didn't feel like a year and Creativity was still waking me from my sleep. No, Creativity is not the name of my baby. Her name is Tatianna, and yes she stills wakes me, so does Major, my 3 year old. Creativity feels like a very real entity that awakens you with her friends, Joy, Inspiration and Energy and OMGoodness it's a party at 4a.m.

It's quite unlike the baby waking you with his friends, Crying, Whining, and Wet Diaper. Sometimes those 4 am infant wake ups bring with them a gorgeous smile and leaves you feeling blessed as you drift backing to sleep. But Creativity will NEVER let you drift back to sleep! And you'll find that later in the day you're not even sleepy!

You must go with your passions, talents and gifts!

(For those of you who don't know what you are passionate about check my website for the guide that helps you determine what it is.)

## **Step 2 Think of your business as a long term investment**

Many people go into business with a "we'll see what happens" mindset. This is the wrong attitude to have. Decide right now that you are going to see this business idea all the way through. "Through to what?" you may be ask. I'll let you decide your cut off point; just as long as you decide now and that you make it a long term boundary point. You may decide that you will see it through to a profit, through to a break-even point,

through the first 2 years; but set your boundary now and see this ONE to completion before implementing another. I know many women who are constantly in hot water with their spouses because they never follow through completely on one idea. He becomes unsupportive and doesn't want to fund another expensive dream. Decide, right now, that you will stay with this one.

### **Step 3 Do not change your mind**

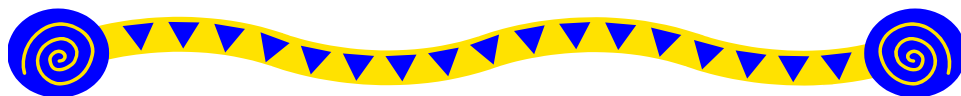
Over the course of your career as an entrepreneur you will constantly receive new ideas. Do not be deterred by them. Thank God for each one, record it in your gratitude journal and save them for later. You may have time to implement them later or you may not. However, right now you want to stay focused on ONE. You do not have to follow every great idea.

### **Step 4 Go in faith**

You, more than anyone else, must believe in yourself and your ability to make this business successful. Many women look around for their spouse, their mother, and their children to cheer them on and support them. They expect the spouse to throw money at them and say, "Have at it!" They expect the doors to fling open, the yellow-brick road to shine a pathway and the heavens to sing.

It would be nice and maybe somebody in the world has had that experience. But for the rest of us we will have to trudge along, staying consistent in our efforts and dedication. We have to keep a prayer in our heart as we walk the (sometimes) dark path of success and TRUST that it will happen. Go with your gifts and passion and stick with it. There is no reason that God will not prosper you. The Creator does not take joy in watching you move forward so that He can pull the rug from under you. The Comforter does not give blessings and then snatch them back so that He can teach you a lesson. Religion has relegated God to the status of man...but even (a good) man doesn't behave like that.

Go in faith. Trust that God will help you be successful. Don't wait for others to support you. Support yourself. Invest in yourself. Believe in yourself.



# MAPPING OUT THE PLAN

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This will take 1 day to complete. However you will continually add to it over the course of several months.

Here we are going to write out every single detail that is required of you to get to your end result. Don't worry if you don't know what is required. Write down the steps of that you do know and you will fill in more details as you learn more.

As a business owner you must become comfortable moving along in the process without full knowledge of your requirements. It's just like raising children. You can read many books; you can talk about potential child-rearing challenges with many people; you can develop many philosophies but in the end you still will not know what to do until you're face to face with that situation.

Map out your plan; fill in the details as you go.

## **Step 1: Who do you know that can help you?**

Think of family, friends, old co-workers, associates, neighbors who you know can offer advice on subjects like: web design, business planning, financing, and editing your writing. Who's available for baby-sitting, exchanging play dates? Who's good for bouncing ideas around with, hearing out your frustrations, and praying for you?

By the way, if you don't have an objective partner than I highly recommend a business coach. A business coach is someone that you can fully share your plans and dreams without the worry of being ridiculed, discouraged or elevated false hope. I HIGHLY recommend a [business coach who is a mother](#) like you. As moms we have particular challenges and frustrations that can often get overlooked or minimized by someone who is not in the same situation.

For instance many coaches have you to write out a time log because they cannot understand why a mom entrepreneur hasn't accomplished 10 of the 12 goals that were set that week. If you tell me the ages of your children, I can predict the pace at which you will progress. There are times when I will encourage you to push pass that

challenge. And there will be other times when I will have to encourage you to reign in your unrealistic expectations.

Another challenge that many of us have is taking funds from our household budget in order to fund our business. Added to that is the need to get the financial approval from our other half. Because I've been through the same challenge, I purposely keep my fees extremely affordable. I know that coaching is the first investment that will start you on the path to creating the lifestyle that you want to live. Yet sometimes the spouse doesn't see it that way and may not understand your need to invest in your business before making money. My fees will pass the test of even the most frugal spouse.

### **Step 2: What resources do you need?**

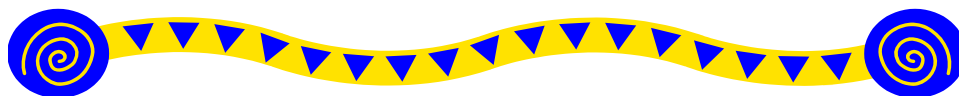
List all needed equipment, office supplies, technology, etc. that you will need for the next 12 months.

### **Step 3: What do you need to know?**

Think of laws, software, equipment etc, which you will be required to know. Also, list books that you should read.

### **Step 4: Write out the steps you need to take**

List the immediate goal, the necessary steps and place a "to be completed" date next to it. See next page for an example.



# MAPPING IT OUT -sample

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**FOR MY PROFITABLE, SUCCESSFUL, FLOURISHING, BLESSED BUSINESS!**

## **TEISHA'S DELIGHTS**

**cookies & cakes**

### **WHO CAN HELP ME?**

Beth for website ideas  
Gabrielle for writing  
Mrs. Zimmerman extra oven  
Kimberly to take pictures  
Dan for consulting  
Local church Mom's Morning Out M, T, W  
Diane for prayer on Fri  
Legal Advice Dan's cousin

### **WHAT RESOURCES DO I NEED?**

New convection oven  
2 cake depositors  
2 proof boxes  
Large Industrial Mixer

BOOKS: The Joy of Baking, How To Sell Your Baked Goods

### **WHAT DO I NEED TO KNOW?**

Liability insurance  
Should I operate as S-Corp or LLC?

### **ACTIONS STEPS I NEED TO TAKE**

Write out questions & Contact health department  
Contact SBA for consulting  
Contact Chamber of Commerce for Licensing & Permits  
Compare wholesale prices  
DECIDE  
Make decision LLC or S-Corp  
Go shopping for equipment

### **TO BE COMPLETED**

10-25  
10-25  
10-26  
10-24 thru 10-29  
10-30  
11-02  
11-01

Your turn!

# MAPPING IT OUT

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**FOR MY PROFITABLE, SUCCESSFUL, FLOURISHING, BLESSED BUSINESS!**

**WHO CAN HELP ME?**

**WHAT RESOURCES DO I NEED?**

**WHAT DO I NEED TO KNOW?**

**ACTIONS STEPS I NEED TO TAKE**

**TO BE COMPLETED**

# ORDERING YOUR HOUSE

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This will take you 7 days. It is going to be critical to have your house run on automatic pilot for the next 30 days. Of course diapers will still need to be changed and kid events will continue to call you away from home. But this is the reason why you'll need to minimize those routine activities as much as possible. Here are some things to do.

## **Step 1 HOUSEWORK - Pick 2 or 3 of these suggestions and implement immediately.**

- ❖ Decide which child will be responsible for what chore and how often it needs to be done. Spend the next week patiently training the children. And remember that training will continue for the next several months.
  - Very young toddlers can: empty trash bins, fold facecloths and towels, clear the table, pick up toys
  - Preschoolers can: clean out the car, set the table, wipe the walls, table and chairs, clean up mess outside, fold and put away their clothes
  - Age 11 and up can do anything that you can do including cook meals.
- ❖ Teach your older, mature child (age 10 and up) how to cook at least one dinner. You simply lay out the ingredients (or else they will constantly call you to the kitchen) and stay within earshot. Some possibilities that require minimum attention from you: tacos; spaghetti and bag salad; Tuna, frozen French fries and bag salad.
- ❖ Spend the week training the kids to respect your time on the phone. Often stay home moms let this part of child-rearing ride; we answer their questions while talking on the phone to adults. You will be on the phone often over the next 30 days trying to understand things like licensing, html code and who knows what else! Let the children develop hand signals or facial expressions for you to use on them and make a game practicing.
- ❖ Write up a menu and shopping list for the week and put it on repeat for the next 3 weeks. It should include breakfast, lunch, dinner and snacks. I've included a dinner menu in this guide (page?) for you but you'll have to adjust it to your family's preferences.
  - Plan some crock pot meals. Make ones with ingredients that you know your kids will eat. This is not the time to try Crockpot Coconut Orange Chicken. Stick with your family basics; crock pot meat loaf, crock-pot chili; or whatever it is that your

children normally eat. There's nothing worse (in my opinion) than pulling yourself away from your work to cook something that they won't eat!

I've searched the internet for you and found some easy, free crock pot meals here: [kidscooking.about.com](http://kidscooking.about.com) Decide on 2, write out the shopping list and be done.

- Here are some crock pot breakfast ideas: [busycooks.about.com](http://busycooks.about.com) Pick 2, write out shopping list and be done with it.
- ❖ Prioritize the rooms for cleaning. My bathroom must be "bleached-down clean" or else I can't concentrate. But I decided not to freak-out about the younger boys' bedroom...and the living room. You will not be able to do it all. (Realistically, it will be several months before you will be able to get back to your normal cleaning habit; but I'm not supposed to tell you that.) Decide in advance, and warn your spouse, which room(s) you are going to "let go of".

## **Step 2 TIME MANAGEMENT- Pick 2 or 3 of these suggestions and implement immediately.**

We all know that managing time is impossible. You must manage yourself. Here are some ideas.

- ❖ Decide what television shows you will not watch. As moms we rarely get to watch television but will find ourselves doing so to relieve stress or zone out. We will put it on for the children and then get "sucked into it" (have you seen the remake of PBS's The Electric Company?!).

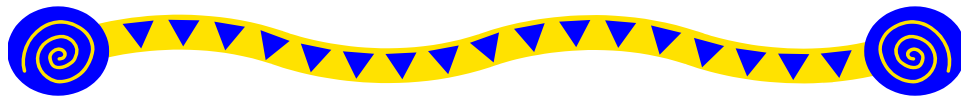
Sometimes watching TV is all that we can do as we wait for the babies to get out of a certain stage. In January 2006 I had my 4<sup>th</sup> baby and sat around nursing him quite often with a chattering preschooler. After seeing the first episode of American Idol I found my distraction and I was hooked! The next year I sat around nursing another baby but REFUSED to allow myself to get hooked. However, after escorting my 14 and 10 year olds around to their events in the evenings; returning home for dinner and clean up, the 4 years old, 1 year and 3 months old would be wired and I exhausted. Instead of tiring myself out with our regular bed time routines (baths, reading, and prayers), and listening to their "I don't wanna go to sleep!" cries I initiated a new routine; collapsing

on the large, cozy, leather sofa with the 3 of them, a comforter and my best friends, Frasier Crane, The Golden Girls and Bernie Mac!

Do what you have to do to maintain your sanity but if you're going to launch a business there are many things that you are going to have to let go of: mindless, pointless watching of the television will be one of them.

- ❖ Decide which foods you will no longer eat. Yes, this is time management! If you know that certain foods (or drinks) make you sluggish then use this business launch as a reason to stop eating and drinking them. You will need all of your time and energy to maintain your household and start your business.
- ❖ Decide now what activity you need to be release from. You are taking on a big challenge. It will not only occupy your time but your thoughts. Creative thoughts will invade your dreams and wake you up early. They will not allow you to go to sleep. You will need time to implement them. It is so exhilarating to have Creativity flowing through you, but very frustrating when you don't have time or thought space to implement them. Curtail your activities. Even if you have been the Top Volunteer for XYZ organization, school, or church for the last umpteenth years this is the year to release.
- ❖ Learn to say, "No". Now I know that sounds harsh for some women who have naturally giving personalities. So here's a phrase for you to learn, "My time won't allow me to take on another responsibility, but thank you for the opportunity!" You can use that phrase on the neighbor who wants you to walk her dog whiles she's on vacation; for the PTA that wants you to bake 48 cupcakes and for the spouse who wants to have sex for the umpteenth time this week. (Just kidding on that last one. Actually, sex is a great energizer and the more the better....for some of us.)
- ❖ Make out your to-do list EVERY NIGHT. When we moms wake in the morning many times we have little surprises awaiting us; a sick child, a runaway dog, a neighbor's need, a broken thingy, an emergency call or an unexpected, accidental sleep-in. During the day you get hundreds of interruptions from the children and their schedules, so having a list of 3-6 items that you want to accomplish on that day provides incredible focus.
- ❖ Set up your office. As moms we easily share our time, attention, food, bed, etc ., with our children. But for the launch of your business it will be critical to have a space of your own. You'll need to be able to return to your space at a moment's notice and

quickly locate that scribbled note, nice inkpen or just return to a place of visual relief. It can be a space in the garage, an extra bedroom or the dining room table; whatever works for you. However, really make it your own. Make it a place that is pretty and inviting and a place that you don't have to clear off every time you're done.



# A MENU AND SHOPPING LIST FOR THE WEEK

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**Day 1: Antipasto Pasta Salad**

**Day 2: Stir-Fry Turkey and Veggies**

**Day 3: Hawaiian Pork Kebobs**

**Day 4: Fish with Cilantro and Lime**

**Day 5: Grilled Veggie Heroes**

**Day 6: Asian Chicken Thighs**

## SHOPPING LIST:

### **MEAT**

1 pound skinless turkey light meat

2 pounds boneless pork chops

6 firm white fish fillets-or buy frozen

6 boneless skinless chicken thighs

### **CONDIMENTS**

Olive oil

Vegetable oil

Balsamic vinegar

Dijon mustard (coarse)

White wine-or use chicken OR vegetable broth

Soy sauce-low sodium, if available

Hoisin sauce-may be in ethnic section of your grocery store

Barbecue sauce-your favorite (need 1 1/2 cups)

\*\*Pickles-your choice

\*\*Mustard

\*\*Rice vinegar

\*\*Salad dressing-your choice

## **PRODUCE**

3 pounds onions (keep on hand)

1 head garlic

1 bunch parsley

1 bunch cilantro

Stir-fry veggies for Day 2-if you don't have leftovers (need 1 1/2 cups)

1 large red bell pepper

4 medium red bell peppers (for 2 recipes)

1 medium green bell pepper

1 medium yellow bell pepper

1 large red onion

2 small red onions

2 large eggplants (need 12 thick slices)

3 medium zucchini

4 ripe tomatoes

1 1/2 pounds portabella mushrooms

1 orange

Gingerroot (need 1 teaspoon, grated)

1 to 2 bunches green onions (need 6 onions)

\*\*Baby carrots (1 meal)

\*\*1 apple

\*\*Alfalfa sprouts (1 meal)

\*\*Green grapes (1 meal)

\*\*Potatoes-your choice (for potato salad-Day 5)(if not buying prepared)

\*\*1 large cucumber

\*\*Lettuce for 1 salad (not Iceberg-no nutrition) Additional for garnish (see Day 5)

\*\*Mixed baby greens (1 meal)

\*\*Salad veggies-your choice

### **CANNED GOODS**

1 14.5-oz. can chicken OR vegetable broth-if not using white wine for Day 2

1 27.5-oz. can/jar spaghetti sauce

1 7-oz. jar roasted red peppers

1 8-oz. jar marinated mushrooms

1 6-oz. jar marinated artichoke hearts

1 15-oz. can pineapple chunks in juice

1 2.25-oz. can sliced black olives

### **SPICES**

Thyme and anything that suits your family's taste

### **DAIRY/DAIRY CASE**

Butter

Provolone cheese (need 1 cup, diced)

\*\*Cheese slices-your choice (see Day 5)

\*\*Eggs (for potato salad-Day 5) (If not buying prepared salad)

## **DRY GOODS**

1 16-oz. package Bow Tie pasta

1 pound brown rice \*\*Additional (2 meals)

Cashew nuts (need 1 cup)

\*\*Noodles-your choice (1 meal)

\*\*Walnuts (1 meal)

## **FREEZER**

6 firm white fish fillets-if not using fresh

Whole kernel corn (need 2 cups)

## **BAKERY**

6 hoagie rolls

\*\*Crusty bread (1 meal)

## **OTHER**

Bamboo skewers (need 6)

## **VEGETARIAN**

Additional 2 cups stir-fry veggies for Day 2

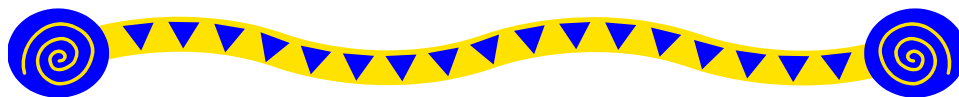
Additional eggplant and zucchini for Day 3, plus yellow squash and cherry tomatoes

Boca Chikin Patties OR Quorn Naked Cutlets (1 meal)

2 16-oz. cans white beans

## **KOSHER**

2 pounds boneless skinless chicken thighs



DO AHEAD: Make salad ahead of time so it can chill at least 1 hour.

### **Antipasto Pasta Salad**

Serves 6-8 (nutritional for 8)

1 16-oz. package Bow Tie pasta, cooked and drained  
1 27.5-oz. jar spaghetti sauce  
1/2 cup balsamic vinegar  
1/4 cup olive oil  
1 7-oz. jar roasted red peppers, drained and chopped  
1 2.25-oz. can sliced black olives, drained  
1 8-oz. jar marinated mushrooms, drained  
1 6-oz. jar marinated artichoke hearts, drained  
1 cup diced Provolone cheese  
2 tablespoons minced fresh parsley

Cook pasta according to package directions.

In a large bowl, thoroughly combine pasta, spaghetti sauce, vinegar and oil.

Add remaining ingredients; mix well; refrigerate; serve chilled.

*Per Serving: 398 Calories; 13g Fat; 14g Protein; 57g Carbohydrate; 5g Dietary Fiber; 11mg Cholesterol; 725mg Sodium.  
Exchanges: 3 Grain (Starch); 1/2 Lean Meat; 1 Vegetable; 0 Fruit; 2 Fat; 0 Other Carbohydrates.*

**SERVING SUGGESTIONS:** A loaf of crusty bread and a bowl of those little baby carrots would be easy and perfect for this meal!

**VEGETARIANS:** No changes necessary.

**KOSHER:** No changes necessary.

### **Stir-Fry Turkey and Veggies**

Serves 6

1 pound skinless turkey light meat  
1 tablespoon olive oil  
2 tablespoons coarse Dijon mustard  
1 1/2 cups mixed vegetables, chopped (your favorite or use any leftovers you may have on hand from last week)  
1/2 cup white wine (or use chicken or veggie broth)  
1 teaspoon thyme  
Salt and pepper to taste

1 tablespoon butter  
3 cups brown rice, cooked

Cook rice according to package directions.

In a large bowl, place turkey, vegetables and mustard; mix to coat. Sprinkle with thyme and salt and pepper to taste. Mix again.

Heat the oil in a wok or skillet and, when hot, add veggies and turkey, stirring frequently till cooked. Remove from pan and keep warm.

Add wine (or water or broth) to wok or skillet and, using a whisk, scrape up all the brown bits from the pan. Cook until reduced by half. Add the butter and whisk together till well mixed and bubbling. Add turkey and veggies and heat through thoroughly.

Serve on top of brown rice and enjoy!

*Per Serving: 260 Calories; 10g Fat; 18g Protein; 24g Carbohydrate; 2g Dietary Fiber; 49mg Cholesterol; 124mg Sodium. Exchanges: 1 1/2 Grain (Starch); 2 Lean Meat; 0 Vegetable; 1 Fat; 0 Other Carbohydrates.*

**SERVING SUGGESTIONS:** If you have enough veggies, you really don't need anything else with this meal!

**VEGETARIANS:** Add an extra 2 cups of veggies to the stir-fry and skip the turkey.

**KOSHER:** Omit the butter.

**DO-AHEAD TIP:** Marinate tomorrow's pork cubes for about 30 minutes. Soak bamboo skewers in water for at least 30 minutes.

### **Hawaiian Pork Kebobs**

Serves 6

1/3 cup olive oil

4 cloves garlic, pressed

3 tablespoons soy sauce-low sodium, if available

Salt and pepper to taste

2 pounds boneless pork chops, cut into 1 1/2" cubes

3 tablespoons vegetable oil

1 15-oz. can pineapple chunks in juice, drained, reserve juice

1 medium red bell pepper, seeded, de-ribbed and cut into chunks

1 medium green bell pepper, seeded, de-ribbed and cut into chunks

1 medium yellow bell pepper, seeded, de-ribbed and cut into chunks

1 large red onion, cut into 1 1/2"-inch chunks

Combine olive oil, garlic, soy sauce and salt and pepper to taste in a large mixing bowl.

Add pork cubes and mix well to coat pork. Marinate in refrigerator for about 30 minutes.

If using bamboo skewers, soak for 30 minutes in water while pork is marinating.

Meanwhile, pre-heat outdoor or indoor grill.

Prepare veggies for kebobs by mixing pineapple chunks, bell peppers, onion and vegetable oil in a bowl. Toss well to coat fruit and veggies.

Thread pork on skewers, alternating pineapple and veggies between pork pieces.

Brush with reserved pineapple juice as needed and grill kebobs until pork is done and lightly browned.

*Per Serving: 434 Calories; 27g Fat; 30g Protein; 19g Carbohydrate; 2g Dietary Fiber; 89mg Cholesterol; 373mg Sodium.  
Exchanges: 4 Lean Meat; 1 1/2 Vegetable; 1/2 Fruit; 3 1/2 Fat.*

**SERVING SUGGESTIONS:** Serve with brown rice and a big green salad.

**VEGETARIANS:** Skip the pork and use eggplant, yellow squash, zucchini and cherry tomatoes instead.

**KOSHER:** Use boneless skinless chicken thighs instead of pork chops.

### **Fish with Cilantro and Lime**

Serves 6

6 tablespoons olive oil

Salt and pepper to taste

1/2 cup cilantro, chopped

2 cloves garlic, pressed

6 firm fish fillets (white-type fish, fresh or frozen)

Preheat indoor or outdoor grill or even oven broiler.

Mix together olive oil, salt, pepper, cilantro and garlic. Smear this onto fish fillets and grill on each side till fish flakes easily when tested with a fork.

Per Serving: 317 Calories; 15g Fat; 42g Protein; 2g Carbohydrate; trace Dietary Fiber; 99mg Cholesterol; 130mg Sodium. Exchanges: 0 Grain (Starch); 5 1/2 Lean Meat; 0 Vegetable; 2 1/2 Fat.

**SERVING SUGGESTIONS:** Serve with hot buttered noodles and a salad of mixed baby greens with diced apple and walnuts.

**VEGETARIANS:** Use Boca Chikin Patties OR Quorn Naked Cutlets instead of fish.

**KOSHER:** No changes necessary.

### **Grilled Veggie Heroes**

Serves 6

2 large eggplants, peeled and sliced (you need 12 thick slices)

3 medium zucchini, sliced

2 small red onions, sliced

3 medium red bell peppers, seeded, de-ribbed and cut into thick strips

4 ripe tomatoes, thickly sliced

1 1/2 pounds portabella mushrooms, trimmed and gills removed

1 1/2 cups barbecue sauce, your favorite

6 hoagie rolls

Pre-heat outdoor or indoor grill.

Prep veggies while grill is heating. You'll need 12 thick slices of eggplant.

Place vegetables over heat and grill until they are lightly browned.

Brush on barbecue sauce, flip over and continue to cook.

To serve, split hoagie rolls open, pile on veggies, add your favorite condiments and enjoy.

*Per serving: 374 Calories; 5g Fat; 15g Protein; 73g Carbohydrate; 11g Dietary Fiber; 0mg Cholesterol; 911mg Sodium.  
Exchanges: 2 1/2 Grain (Starch); 5 Vegetable; 1/2 Fat; 1/2 Other Carbohydrates.*

**SERVING SUGGESTIONS:** Serve with lettuce, cheese slices, alfalfa sprouts, pickles, mustard or any combination of your favorite sandwich toppings. Potato salad and fresh green grapes top off this meal.

**VEGETARIANS:** No changes necessary.

**KOSHER:** No changes necessary.

### **Asian Chicken Thighs**

Serves 6

1 orange, juiced and half of it zested-finely grated

6 boneless skinless chicken thighs

2 cups frozen whole kernel corn

1 large red bell pepper, seeded, de-ribbed and cut into strips

1 cup Hoisin sauce

1 small onion, chopped

1 teaspoon fresh gingerroot, grated

6 green onions, chopped

1 cup cashew nuts

Place all ingredients, except green onions and cashews, in a crock pot.

Cover and cook on low for 7 to 8 hours.

Remove chicken to a serving platter and top with green onions and cashews; serve.

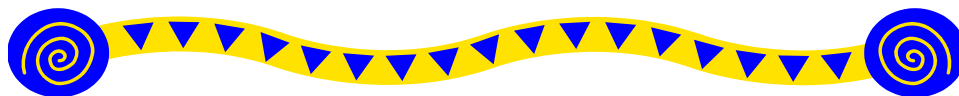
*Per Serving: 395 Calories; 15g Fat; 22g Protein; 47g Carbohydrate; 6g Dietary Fiber; 59mg Cholesterol; 758mg Sodium.  
Exchanges: 1 1/2 Grain (Starch); 2 Lean Meat; 1/2 Vegetable; 0 Fruit; 2 Fat; 1 Other Carbohydrates.*

**SERVING SUGGESTIONS:** Serve over brown rice with a cucumber salad on the side (sprinkle thinly sliced cucumber with rice vinegar).

**VEGETARIANS:** Skip the chicken and use 2 cans of white beans instead.

**KOSHER:** No changes necessary.

For a weekly menu plan and grocery list that is delivered to your email box click on the link! A 3 month membership is only \$19.95! Print it out, hand the shopping list over to your spouse and hang up the menu for the week! Dinner problems solved!  
[Dine without Whine](#)



# STARTING YOUR START-UP

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Whoo Hooo!! You are ready! And I am soooo excited for you! This part will take the remainder of your 30 days but be warned, once these next few steps are implemented mark yourself as “just starting”. For the next several months you will be working just as hard (or even more so). But don’t worry; if you decided to do something that you are passionate about then it will not so be bad.

## **Step 1 Decide your name, logo, slogan & colors**

I know you’ve probably already done this part. This is usually the first thing that we do when we come up with a business idea. But here is a warning: DO NOT get stuck on your first choice. You will find that as you work through the next several steps and as you grow and get some experience in your business you’re going to want to change it. This is not a bad thing. As your vision becomes clearer so will everything else. I always tell my clients not to spend a lot of money on business cards and stationary for the first 6 months. [VistaPrint](#) is an excellent resource for an upstart business! They run promotions very frequently and can have everything you need printed for just the cost of shipping.

You should register a [domain name](#) for your website immediately. Fortunately this is not expensive and you won’t be out of a lot of money should you decide to change the name of your business.

## **Step 2 Determine what group of people you will serve**

Knowing your target market-the specific group of people or businesses you serve-is crucial. Many mom entrepreneurs try to serve everyone, but you must narrow your target in order to be effective. In my free audio program coaching program, [Cat Eye Focus](#), I walk you through a more detailed format to help you determine your target market.

## **Step 3 Identify what is special about you and your business**

This is difficult for many women. We spend a good deal of our time comparing ourselves to others and often disqualify our own uniqueness or even worse, we copy “them”.

In order to be a success it is going to be critical to let your light shine! My photographer/client/friend was always considered quirky, commenting on colors and

shapes of objects that others took for granted. Her giggly, child-like, naivety seemed out of place in the world of grown women concerned about money, husbands and bills. However these qualities have made her the top, preeminent child's photographer in the South! She follows the child around in his/her environment and captures the purity and uniqueness of that child in such crystal, clear colors that it is literally a work of art; and she only uses natural light! Shy, autistic, and very reserved children easily connect with her and allow her into their world so that she's able to capture beautiful portraiture.

What have you dismissed about you? What do people often compliment you on? What have people often teased you about? Here are five questions that you can send out to family, friends, church members and old co-workers via email. Ask those who are close to you and those who are not. You will be amazed to discover that those who don't know you as well as family will still be able to spot the same truths about your personality.

- What is the most unique thing about me?
- Name 3 things that are most memorable about me?
- Use 4 words to describe me
- Name 5 of my personality quirks or traits
- What would you say my God-given gifts are?

Apply the answers to your business. Let it determine how you deliver your product. Use the words in your marketing plan and the description of your services. Let it be a reminder to you of your ability to succeed when self-doubt creeps in.

#### **Step 4 Review other websites in your industry and decide what you like**

Determine what category you want to fit your website in:

**Blog:** A blog is an online diary. It will tell your personal story and invite people to follow you along on your journey. You can start a blog with no money.

Here are some of the most popular free and easy start-up blog services:

- **Blogger:** A great place for beginners, very easy. Owned by Google.
- **WordPress:** They have over 60 free templates to choose from.
- **Trippert** Allows you to blog about places and vacations.
- **Weebly** Allows you to create a blog and change designs quickly.

**Company website:** It provides information on the company, its services and products and its customers. It serves as an electronic brochure.

**Forum:** Serve as a platform to promote interactions amongst the users. Unless specifically blocked and requiring a special invitation, you can join any forum on the web. Most forums cater to a specific industry or a field. You can start a forum at [Ning](#) for free. It's recommended that you first create a following before starting a forum; a blog is a good way to create your following.

**Web 2.0:** The purpose of these web sites is to offer a particular service. The services are varied - information storage, communication etc., sites like Flickr.com, Google docs, del.icio.us are good examples. The social networking sites like Facebook, LinkedIn, Twitter, are also consider Web 2.0 examples. However, because their numbers are expanding so rapidly and they are so popular they are usually classified in the separate category termed Social Networking

### **Step 5 Chose who will host your website and start building it**

It doesn't matter if you're an artist or an author, you must have a website. It can be simple or complex. I can take orders, display your work, build relationships or simple tell people who you are but you absolutely must have a website. Now the next choice is who will host it for you. My experience is limited as I've only had two, [GoDaddy.com](#) and HostGator. Before I decided I researched, asked around on forums, vacillated for weeks and agonized for days. You may want to forgo some of that anxiety and follow me or go a different route; I give you enough information here to decide.

Originally I chose [Godaddy](#). You can buy a domain name and use their templates for you website that they will host; one stop shopping (Later, I learned that your domain name provider and your web-host provider should not be with the same company).

I have found that they have EXCELLENT 24 hour customer service. While putting together my website I could call them at anytime and a representative was always knowledgeable and friendly. This is very important to me as I am website and internet illiterate. The templates are easy to navigate and you can have a site up in less than a day!

Months later I went to a conference and everyone was touting the beauty of Wordpress. I figured that I too needed Wordpress, so I switched to [HostGator](#) as a host provider. [Host Gator](#) is pretty inexpensive and very reliable. Some of the top internet

marketers have used them for years. However the 2 or 3 times that I called for help I was on hold longer than I had ever been with Godaddy. The reps are pretty friendly.

A couple of other options are:

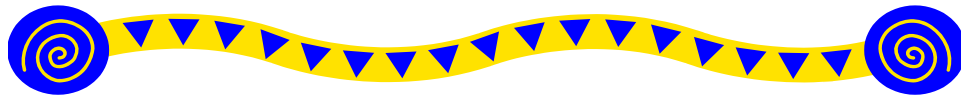
[Yahoo](#) They love small businesses.

[Greengeeks](#) For those who want to work with green companies. They help the environment by using wind power.

As you design your website remember it will be a continuous work of art for MONTHS. Get the basic information on your home page and hit PUBLISH.

Mark this day as your first day in business!!

**Step 6** Order your business cards from [VistaPrint](#). If you purchase by clicking the link you will receive 80% off of your cards and free address labels! You are now in business baby! Yes, many of these steps you will repeat and many you will tweak, but you are in business nonetheless!



As you walk this journey of entrepreneurship please feel free to contact me for questions or help. It is my pleasure to serve other moms because I recognize that “one empowered mom affects generations”. Do not hesitate to contact me via email, [LadyT@TheBusinessCoachforMoms.com](mailto:LadyT@TheBusinessCoachforMoms.com)

Join me on [Facebook](#), [LinkedIn](#), or [Twitter](#); and for encouragement check out my BlogTalk Radio show [For Powerful Women Only](#).

As we come to the end of this report I whisper a prayer for you, the reader. I pray that you will consciously live out your gifts. That you will endure the obstacles with joy, that you will make more than enough money for your children’s children, and that you will never forget Who is most important.

To Our Mutual Success!

Lady T

