

# The MOM Entrepreneur

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Offering tips, advice and resources for balancing motherhood and running a company.

## FOR IMMEDIATE RELEASE

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## The Mom Entrepreneur's Top Picks for 2008

*Savvy Working Mother Selects Most Helpful Products/Services for Mom Entrepreneurs*

Barrington, NH – For many people, 2008 was a challenging year with a worldwide economic crisis, soaring unemployment rate, government corruption and ongoing war.

Yet, as difficult as the past year was, we also experienced some good news, including a historic Presidential election, expanded civil rights for the disabled, the world's richest nations agreeing to reduce emissions of greenhouse gases...and ten key products and services that help make life easier for today's mom entrepreneurs.

"As a working mother balancing a hectic life, I'm constantly looking for new products and services that will keep me connected, make mealtimes less hectic, help me expand my company and somehow enrich my life," said Traci Bisson, founder and owner of The Mom Entrepreneur.

"These 10 Top Picks helped me to juggle my responsibilities of motherhood and running a company as well as gain a sense of sanity in the midst of all the mayhem," Bisson continued.

### The Mom Entrepreneur's 10 Top Picks for 2008:

10. **The (Oopdoo) Hug** - An irresistibly soft fleece wrap shaped like a large bandage, the symbol of healing. This item worked like a charm, comforting my kids when they had colds and couldn't sleep. This is such a creative product and all moms should have (at least) one on hand.

9. **OxiSoft Hand Sanitizer** - My kids are always getting dirty. OxiSoft is great because it is alcohol-free, and won't make kids sick, as some hand sanitizers do. My four-year old always wants to suck his thumb after petting farm animals or picking up something dirty off the ground. This product helps keep his hands germ-free and keeps him safe from [accidental alcohol poisoning](#).

8. **Fabulous After 40** - I love Deborah Boland and JoJami Tyler, "The Glam Gals," who are image and style experts. They specialize in helping women ages 40+ look and feel fabulous. They offer a wonderful newsletter with advice, tips and resources on how to look your best.

7. **Kraft's 1 Bag, 5 Dinners** - Kraft's quick and simple meal plans have saved me from many dinner conundrums. Sometimes it's hard to get motivated to cook for the family or get creative with dinner ideas. The kids love mac and cheese, but since I can't serve that every night, I use the 1 Bag, 5 Dinners meal plan when I

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need quick, simple and nutritious meal ideas for the week. The site offers meal ideas, easy to follow recipes and a complete (printable) grocery list.

6. **Garmin Nuvi** - This GPS navigation system has helped me out of many jams. Most recently, I was caught in traffic on my way home from a client meeting in Boston and had only a limited amount of time before I had to pick my son up from school. I hit the detour button on the GPS and it navigated me around the congestion. It also told me what time I'd arrive at the school. I love devices that help me balance being an entrepreneur and a mom.

5. **The Toilet Paper Entrepreneur (TPE)** - TPE is more than a book or a website...it's a life philosophy. Even though I started my company several years ago, I can easily connect with many of the lessons Mike Michalowicz teaches. His book about how to establish entrepreneurial success offers valuable advice in blunt, realistic language that will make you laugh, cry and say ah ha! Use it as your guide to success...especially in this terrible economy.

4. **Me Time** - Me time is not only a **rare moment that busy moms long for**, it's also a great line of t-shirts produced by Coed Sportswear, Inc. I love the bright colors of the shirts as well as the inspirational sayings, including "celebrate life" and "live your dream". The company has creatively captured the "me time" concept while providing women with fun, fashionable apparel.

3. **Chris Brogan** - I am a big fan of Chris Brogan and his vast knowledge of social media, new technology and methods for connecting online. Chris' advice inspired me to research social media, which has resulted in amazing opportunities and a large online community of mom entrepreneurs. Don't try to navigate the social marketing waters without first subscribing to his blog or newsletter and following him online.

2. **Twitter** - This social media tool has been a great resource, allowing me to connect with other mom entrepreneurs. I have "met" amazing people from around the world and taken advantage of opportunities that many companies only promote on Twitter. It is free to sign up and, in my opinion; it's the best way to be connected to the social marketing scene.

1. **Blackberry** - Any mom entrepreneur who owns a Blackberry already understands the many benefits this device offers for balancing motherhood and running a company. I absolutely love my Blackberry! It allows me to stay connected to my kids when I'm at work and on top of client projects when I'm with my kids. I don't have to feel tied to the office. I can have the flexibility of spending quality time with my kids, and at the same time monitor my client's needs. **The Blackberry is my #1 Top Pick for 2008.**

The Mom Entrepreneur was created by Traci Bisson as a resource for women balancing motherhood and running a business. The company offers marketing and public relations consulting services as well as assistance to mom entrepreneurs through its suite of blogs and support groups. For more information, visit [www.themomentpreneur.com](http://www.themomentpreneur.com).

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