

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 Launches Co-Op Shop

Offers One-Stop Shopping, Huge Discounts for Valentine's Day

Barrington, NH – The Mom Entrepreneur, a company that offers tips, advice and resources for balancing motherhood and running a company, has launched a new online co-op shop just in time for Valentine's Day shopping. Think outside of the (Tiffany's) box this Valentine's Day and surprise your loved ones with special gifts, services and discounts from talented mom entrepreneurs.

The Mom Entrepreneur Co-op Shop consists of 35 members from its online support group, who are offering fantastic savings on a diverse group of products and services.

"From now until February 14, our co-op shop – all mom entrepreneurs – will be offering many things, including products for babies, children, moms, dads and more, as well as a variety of professional services for companies," said Traci Bisson, founder and owner of The Mom Entrepreneur. "This month's offerings are geared towards Valentine's Day, but there will be new products and services featured every month this year, so visitors should check back often."

View current specials at www.themomentrepreneur.com/mom-entrepreneur-coop-shop.html.

Bisson, a mother and entrepreneur, started The Mom Entrepreneur in April 2008 after becoming frustrated with the lack of mom entrepreneur support groups. Bisson, who personifies the adage "necessity is the mother of invention," created her blog and subsequent online support group based on her own needs – and the similar needs of other mom entrepreneurs.

At the time, her public relations and image management firm, Bisson Barcelona, was experiencing a pinch from the economic downturn. When several clients failed to pay their bills, Bisson faced a tough decision – lay off staff or find other ways to reduce expenses. She chose to cut costs by taking her son out of daycare and moving to a home office. Unable to network in person, she started experimenting with online social marketing and networking options.

"Through my personal experiences and continued research, I saw an opportunity to create an online support system targeting mom entrepreneurs, a demographic that has grown significantly over the past five years," Bisson explained. "I started my blog, The Mom Entrepreneur, last spring and added the online support group component two months later. These online tools have resonated with other mom entrepreneurs, who have thanked me for providing much-needed resources."

(more)

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In less than a year, her online support group has grown to more than 450 members. Her newest offering, The Mom Entrepreneur Co-op Shop, the first collaborative effort to come out of the support group, features products and services from mom entrepreneurs across the country.

The co-op shop spotlights a variety of products and services, including many wonderful options for Valentine's Day gifts, such as:

- Organic baby food
- Fashionable apparel
- Jewelry and accessories
- Children's clothing and toys
- Bath and beauty products
- Men's grooming products
- Athletic apparel and accessories
- Coupon sites and blogs that provide money saving ideas
- Specialty foods

For more information, visit www.themomentrepreneur.com or call (603) 664-3841.

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