

HOW TO JUGGLE A BUSINESS + BABY

THREE MUST-HAVES FOR ANY ENTREPRENEUR WITH A
GROWING FAMILY - OR THOSE MOMS THINKING OF
STARTING A BUSINESS

Congratulations! The fact that you are asking the question of how to juggle a business and a growing family means you have a lot of great things going on in your life. Amazing!

It isn't easy to juggle a business and a baby, but it is possible. It is possible to spend the time you want with your kids and keep nurturing your other baby: your business. You just have to be strategic and make thoughtful choices.

In 2017, I had a beautiful baby daughter while having one of the best years ever for my business and maintaining my regular income.

In the months leading up to my daughter's birth, I talked with other moms who were entrepreneurs and asked them what they did to juggle both. I learned some key insights and questions to ask yourself, which are included in this workbook.

HERE ARE THREE MUST-HAVES TO JUGGLE A BUSINESS AND A BABY.

#1 A plan that allows you 3 months of space

We all know that well thought-out plans lead to better results.

It is the same with your business. Ideally you need to think about how you'll adjust well in advance of your baby arriving.

When I asked other moms who had been there before, they said three months was the time needed to adjust to your new life, especially for first-time moms.

I call this period as "space": space to focus on being a mom while doing the minimum on your business. Space to allow you to have complete control of your time. You will get back to people on *your* time.



Three months can seem like a long time in your business, and it is. It is also the period that your baby will go through many profound changes and you will lack sleep, big time. You don't want to miss this period and you will likely not function anywhere close to what you do normally. So prepare for it.

QUESTIONS TO ASK YOURSELF

Is there work you can do in advance to give yourself this space?

Is there a #2 person you can empower to take over some of what you do?

Can you switch any manual processes (ex. banking, payroll) online so you could do it anywhere and at any time? Can you schedule anything in advance?

How can you communicate your plan so that your stakeholders are aware? Tip - be upfront. Most people are very understanding.

As you progress towards the end of this three-month period, you will also get a sense of how you can craft a new schedule that can serve you well in the months ahead.



IMPORTANT TIP! START SCALING DOWN IN YOUR THIRD TRIMESTER. THIS WILL TEST OUT YOUR NEW PROCESSES AND ALSO GIVE YOU SOME TIME TO REST!



#2 Trusted help

The saying goes “it takes a village to raise a child.” This may simply be a reminder that we as mothers can give ourselves permissions to have help. We don’t need to do it all alone.

I waited until my daughter was three months old to have formal help. We hired a postpartum doula to come in once or twice a week to help me while I did necessary things for work. We continued this arrangement until my daughter was one year old and started daycare.

Next time I would start this much sooner. Even if I wasn’t planning on working, the time to take a shower, have a nap or do anything to take care of me was well worth what we paid.

The challenge is that you don’t want just any help. You need someone you can trust 100% with your most precious cargo.

QUESTIONS TO ASK YOURSELF

Is there a family member – partner, mother, grandmother, etc – that can come in regularly with the sole intention of helping you wherever you need it?

Is there a postpartum doula in your area you can hire? Do you know a babysitter, nanny or other paid care provider who has experience with infants?

What are the key attributes you need in someone who will help you? These should be non-negotiable.



IMPORTANT TIP! ASKING TRUSTED FAMILY, FRIENDS, NEIGHBOURS AND COLLEAGUES IS A GREAT WAY TO FIND A POSTPARTUM DOULA, BABYSITTER, NANNY OR OTHER EXTERNAL CARE PROVIDER. WHILE WORD-OF-MOUTH GOES A LONG WAY, MAKE SURE YOU STILL INTERVIEW THEM AND CHECK REFERENCES.

#3 A resilient, yet gentle, attitude

Did I mention this won't be easy? There will be days when you feel great. There will be days when you feel you can hardly function.

Like in business in general, the ups and downs of being a parent and juggling a business will require resiliency. You will have to get back up when you have fallen. You will have to summon the strength to get back at work when you really don't feel like working because you're so tired. When your child is sick, you will have to find ways to cram in work in the nooks of time available.

At the same time, be gentle with yourself. Forgive yourself when you don't accomplish exactly what you thought.

The good news is that a lot of things don't really matter. It doesn't really matter how clean and organized your house is. It doesn't really matter how (awful) you look. Focus on what really matters and let the rest go.


QUESTIONS TO ASK YOURSELF

What is your *why* - why you're juggling a business and a baby in the first place? When the going gets tough, remind yourself of this.

Make a list of things that are really important to you and have to get done.

Now make a list of things that are NOT so important. You can get to them when you have time.

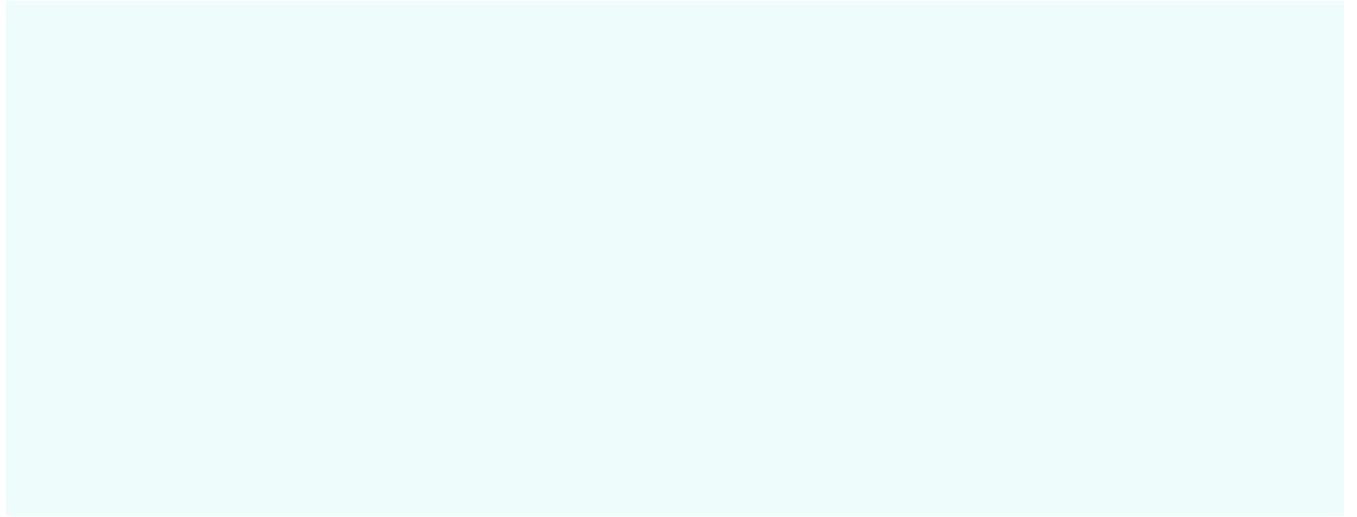
What can you do to be gentle with yourself? How can you remind yourself of this?

 **IMPORTANT TIP! MOST THINGS DO GET EASIER IN TIME, SO REMIND YOURSELF THAT THIS STAGE ISN'T FOREVER AND APPRECIATE IT FOR WHAT IT IS.**

Putting it all together

Sometimes as entrepreneurs, we get lost in what feels like an endless list of to-do's. We need to focus and prioritize.

What are the most important, meaningful actions you now need to take? By when?



For all the actions you have already taken to help juggle your business and baby, kudos!

I can tell you from experience, it will all be worth it in the end. **When you can spend time where you want to and still earn income to support your family, you're living a created life on your terms.**

Legions of women have done it before and so can you. After all, you've made it this far. Good luck and have fun!

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