



The  
**Ideas**  
BOOK

*By  
Award  
Winning  
Entrepreneur*

**Confessions  
of a Mumpreneur**

**Inside the World of Money Making Mums**

Sophie Andrews



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# Introduction



Welcome to Confessions of a Mumpreneur.

If you are thinking of starting up your own business, or already have your hands full running one, one of the best things you can do is to learn from others who have walked the same path.

When I started my own business some years ago I had no idea what I was doing. It wasn't until I started networking both on and offline with other women in business that I realised that they were all just regular people. The only difference between them and I was that they had been brave enough to give it a go. The more I mixed with others in business the more I grew in confidence and finally I set up my first two businesses, The Accounts Studio (a boutique bookkeeping agency) and [www.space4.com.au](http://www.space4.com.au) which is an online database of single parents looking to houseshare.

One of the most important decisions to make is whether you give up any current employment before or after setting up your own business. My personal choice was to work on my new business in the evenings and at night while keeping my day job, but it all depends on your individual circumstances.

We have tried to bring you a cross section of mums in business, from those who are just starting out to those who are about to move out of their home office and into commercial premises, we have also included mums who don't necessarily want to build an empire but just want to have the freedom to be there for their kids while earning an income.

We hope you enjoy reading the enclosed, learn from some of the pitfalls that others have dealt with and take advantage of some of the special offers from our mumpreneurs.

**Sophie Andrews**

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# Making Sweet Music With Toys



<b>Business Name</b>	Unique Kids
<b>Owner's Name</b>	Fiona
<b>Type of Business</b>	Online Toy Store and Toy Party Plan Service
<b>Web Addresses</b>	www.uniquekids.com.au www.uniquekidsdirect.com.au

## Please describe a little about your business

Unique Kids was launched in December 2006. It is an Australian online store featuring unique and stylish baby gifts, children's toys, bed linen, artwork and room decorating items.

In October 2008 Unique Kids was expanded into a party plan / direct selling model with consultants selling the range on a commission basis Australia-wide. The number of consultants is growing weekly.

Unique Kids is currently run from a home based office and warehouse on the Northern Beaches of Sydney. However, expansion of the business has meant that an industrial warehouse will be needed in 2010.



## What did you do in your previous career / business life?

After completing a Bachelor of Music Education at the Sydney Conservatorium of Music I taught music in two different Sydney high schools during a period of 14 years. While this career was fulfilling and rewarding, the need to stay home with my children as they grew up became stronger. My formal education did not really equip me for the establishment and running of my online business.

## What made you decide to venture into self employment?

After the birth of my two children I was working part time in my current position as a teacher. While the number of days suited me, the job share situation began to get harder to manage and I was starting to look for other avenues of work that would allow me to stay home and be with my children. The requirement for me to return to my full time position in the next few years as my youngest daughter reached school age was looming and I did not want to return to a full teaching load while juggling school drop offs and pick ups.