

Mumpreneurs

Crying babies, sleepless nights and endless laundry might not seem the ideal circumstances under which to think about starting your own business, but you'd be surprised at how creative those pregnancy hormones can make you!

According to a recent Barclays report, new mums and housewives are the driving force of the new entrepreneurial economy.



You can be your own boss and, rather than maintaining a precarious balance between work and home life, you're intertwining them, allowing you to raise your children and make money at the same time.

Up until recently, business and parenting were at opposite ends of the spectrum, with each one vying for our time and attention. While a parent's life consists of rushing around in the morning getting everyone out the door, then speeding off to the office to jump into work, juggling responsibilities and putting out fires, and then to rush home to spend time with their family, there is a constant pushing and pulling going on. On a daily basis, parents are juggling the need to succeed in their careers and take care of their family, while striving to find time to enjoy life and many are finding that setting up their own business is the perfect option.

Motherhood is a decidedly creative process and in more than just the biological way, it's the one time that you get to mull over future plans and ideas. Maternity leave has resulted in the birth of numerous start-up ideas, from a maternity web site to innovative parenting accessories.

So how do you know whether your great idea will sizzle or fizzle? Before you can get a home enterprise off the ground, you have to research that business idea inside and out. The ModernMum magazine has some golden rules to get you off to a great start.