



Expert Business Planning

THE POWER TO GROW YOUR BUSINESS ON YOUR OWN TERMS!

What you are about to read here is written from the heart. It's written for the millions of Work At Home Mums (WAHM) out there who are struggling with their business, struggling to deal with being a mum and a business owner. Struggling with themselves and with their businesses and trying to be, do and have it all.

## Why the Manifesto?

This manifesto came about from the hundreds of emails and conversations I've had, both face to face and online, with WAHMs who want to grow their business and are smacking up against a brick wall. That wall could be from their own beliefs, lack of money, lack of planning and/or ideas, other people's attitudes, non-supportive partners, family and friends. It could be all of these or none.

The results are the same: they lose hope, their dreams fade, they feel discouraged and a failure. And yet they push on, they refuse to quit and throw it all away, they keep going. Their courage is inspirational and motivating. They are my clients, my friends and my acquaintances. They are you and they are me.

May this manifesto bring hope to all those who read it.

From my heart to yours....

*Melinda*

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Please share this manifesto around, send it to your friends, clients, print it off and hand it out, anywhere you want. All I ask is that it is attributed to me "Melinda Brennan | SuperWAHM" (as per the terms of the CC license above) and I'd love a link back to the download page at <http://superwahm.com/resources/manifesto/> if you could, although it's not necessary.

Enjoy!

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# What we Stand for and Believe in

## **Every WAHM has the right to earn a decent income**

Just because she works from home does not entitle her clients to automatic discounts, unrealistic deadlines and slave labour rates. WAHMs are just like everyone else and deserves to be paid what they're worth.

We do not offer discounts simply because we work from home, nor should we have to discount our hourly rate for that reason. Regardless of where we work, we have done as much training, as much experience, as anyone working outside the home. We still pay for our raw materials – often more than larger businesses as we aren't given the same volume discounts – we pay for our labour, our equipment, our ideas, samples, development prototypes just like any other business.

## **WAHMs need to charge what they're worth**

Value is value. Your skills are worth what they're worth regardless of where you work. Charge a reasonable rate for your training and skills. You're not doing yourself any favours by undercharging and you'll be doing yourself harm.

Working for pennies devalues you and others in your profession. It undermines your belief in yourself and in your skills. You'll question your self-worth and your dreams. Raising prices can be very difficult as you've 'trained' your clients to expect low prices and now you have to justify why you set them so low and why you're now asking for more.

We are not a cheap and ethical replacement for items from the large box stores. We do better quality work, create unique items, put more of ourselves into any project that a large chain or commercial enterprise can. We deserve to price our skills and talents accordingly. If you want something at bottom dollar then please go to an anonymous faceless provider. If you desire a unique, useful, well-made product and are prepared to pay for that uniqueness then we would love to help.

## **Work at home businesses are professional businesses.**

If you live in a garage does that make you a car? Is your business less of a business because you run it from home? Treat it as the real business that it is and expect others to do the same. You'll be surprised.

We do the same training, receive the same qualifications as those who work outside the home, so why do so many WAHMs feel that they should charge less?

## **Raising well-mannered, responsible, educated kids is our most important job as mothers**

We teach our kids life skills and entrepreneurship over cookies and milk. They learn what it is to be responsible and creative by watching us deal with clients, suppliers, recalcitrant websites and technologies. We kiss their boo-boos better with one hand as the other hand types the latest blog post or newsletter.

We feel guilty of working when they want us to play, and guilty when we're playing and should be working. Mother guilt is our constant companion, and we know that we have to simply close it off and keep working and playing regardless.

## **WAHM is NOT a derogatory term**

For too long WAHMs have quietly accepted the public perception that working from home is just a hobby, a way to earn a little extra income on the side, to fill in spare time around the kids and housework. No longer. A business is a business is a business. Be proud of what you've accomplished and quit apologising for working at home.

WAHMs do the impossible, every day, and accept it as a fact of life. Focus on what you DO, not what you don't.

Too often WAHMs think small, they think of themselves as 'just' a work at home business. Dream BIG. You'll work just as hard – or harder – to build a small business as you will to build a big one.

## **Working at home can be harder than working outside the home**

You're balancing a business, family life and kids underfoot – all the time. Anyone who thinks you've got it easy by working at home hasn't tried it themselves. Give yourself credit for what you do.

When you work outside the home you're not supervising the kids out of the corner of your eye while you do your bookkeeping. Not listening for the babies cry that signifies the end of nap time while you pack products for postage. When you work outside the home you can switch off from being a mother. Not so when you work at home. You're always 'on', always there, always watching and listening.

## **Having it all is a Myth**

Life is about choosing your priority right now, based on your Values, beliefs, long term plans and dreams. None of us can have everything we want, we can't be everything we want, we can't do everything we want. If we try to, then something eventually has to give. Usually it's our sleep, our peace, our home life, our relationships with our beloved partners and children that suffer. We create stress, discord and arguments.

Life is about choosing what's important, and saying no to everything else – no matter how much fun it looks to be. But first you have to know what it is that's important to you, how to choose your priorities and how to be happy with your choices.

Do you want to arrive at the end of your life and realise you settled for 'what's now' rather than what's best? Do you know what is truly most important to you in life? If not, how do you decide between 'things'? How do you know what you want to do?

If you can't have it all – and we've all tried to – then what is it that is most important to you?

# About SuperWAHM:

**Who we are:** We're the web experts in Business Planning – just for Work at Home Mums (or moms if you're in the US)

We're not marketers. I know, that's unusual – there are squillions of marketing sites and guru's out there (and many not-so guru's too). Our philosophy is that marketing is useless without a strong foundation to build it on – and that's what we provide. The planning and structure that marketing and your profitability can launch from.

**What we do:** We've got a free blog, a free VIP newsletter list, Ebooks and Business Coaching programs. Come on over to [the website](#) and check us out.

**Want more?** Come on over to [the Blog](#), or join our [VIP list](#).

Feel free to drop me an email anytime and say hello, let me know what you think of this manifesto. You can reach me at [mel@superwahm.com](mailto:mel@superwahm.com) or via the contact page on the website. Your email comes directly to my own personal inbox and I'd love to hear from you. ☺



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