



# Mom, Inc.: The Essential Guide to Running a Successful Business Close to Home

*Meg Mateo Ilasco, Cat Seto*

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**Mom, Inc.: The Essential Guide to Running a Successful Business Close to Home** Meg Mateo Ilasco, Cat Seto

So many women dream of having it all—being kickass mothers and running their own successful businesses. This book helps them take the leap with confidence. Serial entrepreneurs (and moms) Meg Mateo Ilasco and Cat Seto draw on their own successes and missteps to reveal exactly how to choose the right business, find clients, write a business plan, launch a blog and Web site, stay focused at home, and more. Insightful Q&As with enterprising mothers like fashion designer Cynthia Rowley and Style Me Pretty blogger Abby Larson demystify the many nuances of balancing work life with family time. It's not easy. But this practical and inspiring guide helps make it possible.

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