

HANNAH STORM "GO AHEAD AND GIVE IT A TRY!"



Throughout my career I've learned that what seem like the biggest risks bring the biggest rewards. I decided to become a sportscaster in an era when women just didn't do that, then switched into another competitive field: network news. Along the way I fulfilled my goal of becoming a published author. If there's something you dream of doing—like starting a business—it's up to you to figure out how to make it happen.

A few tips: 1. Find your spark. My first book, *Go Girl!*, was inspired by the fact that I had three daughters and couldn't find a sports guide for parents. 2. Devote consistent time. I wrote every night after my kids were in bed. 3. Think of the greater good. I dedicated some of the proceeds from my second book, *Notre Dame Inspirations*, to a journalism scholarship at my alma mater to make all the hard work extra worthwhile.

WATCH THE EARLY SHOW ON CBS FOR OUR MONTHLY SEGMENT, "IN THE FAMILY CIRCLE."

hang flyers on school and pediatricians' office bulletin boards. To publicize her part-time employment agency, Norwood printed cards with the question "What's Your Perfect Job?" and contact information for 10 til 2. She left them in health clubs and hair salons. Also, make cold calls, then follow up with a note

and introductory coupon. Last but not least, "Ask every satisfied customer to refer you to someone else," says Kuc. Word of mouth is the cheapest and most effective advertising.

Increase your exposure. Position yourself as an expert in your field by leading free workshops at libraries, churches,

synagogues and PTA groups, then hand out business cards afterward. For example, if you're a professional organizer, teach parents how to combat clutter or categorize school papers. "Donate your product or services to a community organization," adds Huff. An artist could paint a piece for a school auction; a baker might donate cakes to nursing home residents on their 80th birthdays. Publicize the event by sending a press release and photo to your local newspaper. For press release guidelines and tips, check out the Publicity Hound (publicityhound.com) and Press-Release-Writing.com (press-release-writing.com). **Grow at your own pace.** Remind yourself that this isn't a race. It takes time to become profitable, but success comes with persistence. And remember, there's no one right way to grow. "We're all individual in the way we run our businesses," says Kuc. "Some women want to grow quickly and make a million; others are happy earning a comfortable living and feeling fulfilled." It's up to you—after all, you're the boss. ●

minding her business

ADRIENNE SIMPSON, 51, mom of a 19-year-old, Atlanta, Georgia

Launched Smooth Move Senior Relocation Service (wemoveseniors.com) in October 2002, a moving company dedicated to senior citizens and the disabled. **Earnings** \$1 million in 2006.

Inspiration "When it came time for my 70-year-old mother to move, she needed help figuring out what to bring, sell and give away. I couldn't find movers that assisted with prep and unpacking, so I did it all, from organizing an estate sale, to shipping designated items to family members and charities, to hanging pictures in the new place. Mom bragged to friends about how she didn't lift a finger, and my phone started ringing with requests to help other elderly people move."

Start-Up Strategies "I took workshops at the Atlanta Women's Economic Development Agency (WEDA) and Score, and joined the Better Business Bureau. Then I bought a used truck, computer, supplies and liability and auto insurance with about \$20,000 in credit card advances and severance money from a previous job."

Money-Making Moves "I told retirement community directors about my services, and they started referring



potential clients. Seniors love that we treat them like family; handling the organizing, packing, transporting and setup—even making beds in the new place. It took me three years to turn a \$40,000 profit, but I've had fast growth since then. Last year I entered the 'Make Mine A \$Million Business' contest, sponsored by OPEN from American Express and Count-Me-In, and won! The prize was a year of mentoring and a \$45,000 loan. I'm using the money to franchise my company so other moms can start this home-based service in their states."