

*The Mommy Maven's*

Exit Your  
9 to 5 Job  
**PLAN**



Dear Moms,

I want to personally thank you for purchasing this mini e-book! I know you are like many moms out there who desire to work from home, but you don't have a clue as to how to get started or even where to go to get the 411 on the dos and don'ts. Well, I created this e-book with you in mind to make you aware of things you need to have in place before you exit your 9 to 5. I'm just tickled pink that you trust me enough to pour into you the knowledge and mistakes that I've made over the years, so you won't have to.

I also would like to invite you to join our growing community: [The Mommy Mavens](#) for support and encouragement from other sister friends and mommy friends. Our community is a place where you can come and let your hair down. I look forward to seeing you there, and when you come share with us that you read our mini e-book: ***Mommy Maven: 10 Keys You Must Have Before Exiting Your 9 to 5***

You Are Enough,

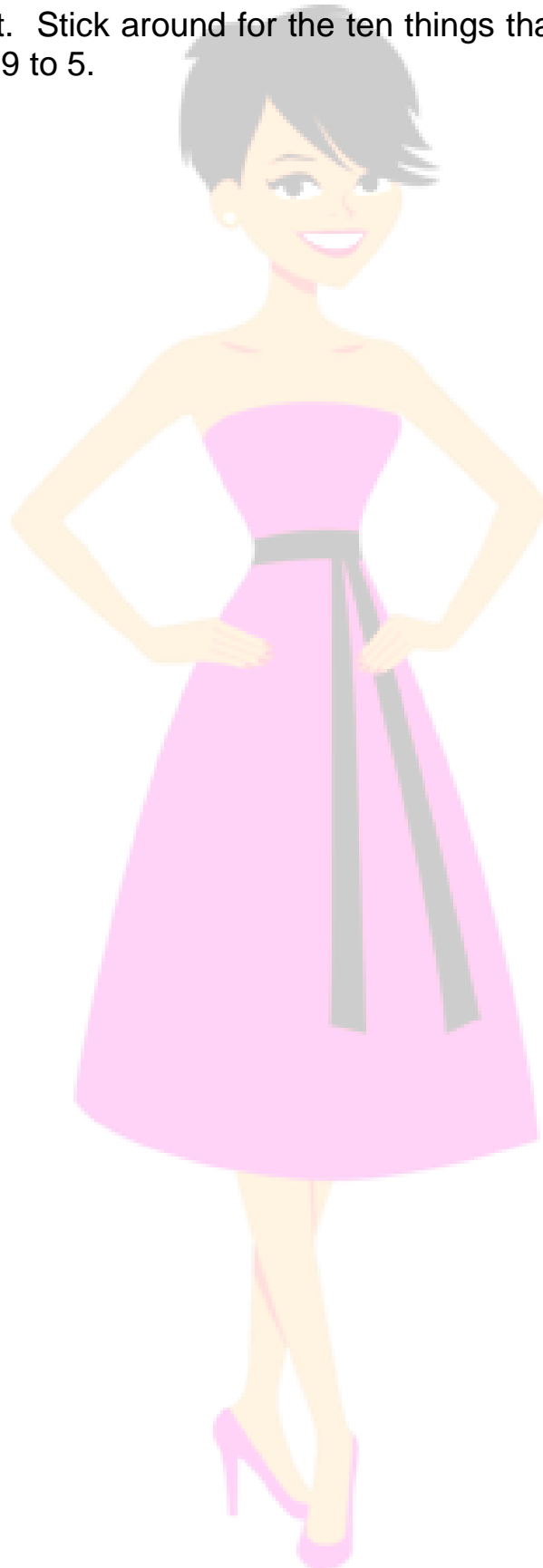
*LaTersa D. Blakely*

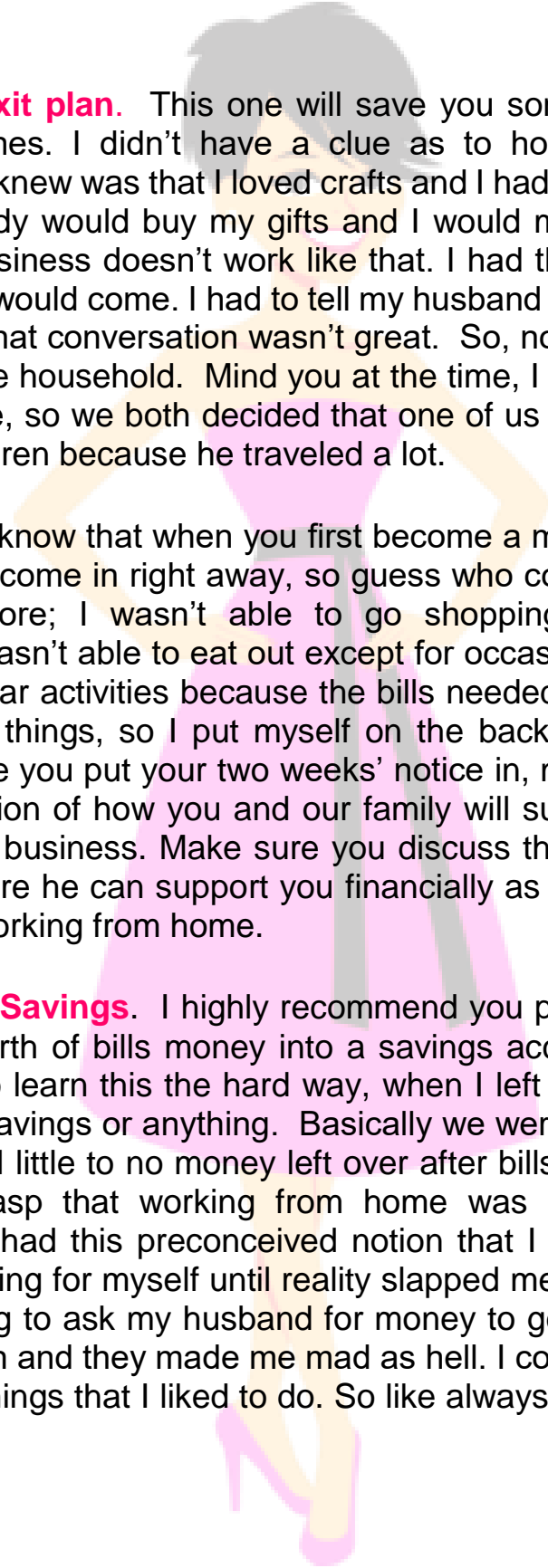
## Introduction

This e-guide is about to get real and raw! I want you to get some pen and paper because everything I share with you is based off my own experience and mistakes I've made along the way. Before I began my entrepreneurial journey in January 2010, I was an Administrative Assistant to the Vice President of Surgical Services at a local hospital. At the time, my babies were 2 years old and a few months; so basically they were still in pullups and diapers. I worked almost a year at this employment only barely making it; what I mean is I was literally working to pay childcare. I recall only having at most twenty dollars left over after signing my entire check over to my children's pre-school. It made me mad as hell to not have money left over to do some of the fun things I enjoyed doing like: shopping, movies, dining out. By, the time the summer came, I was so furious with my then boss that nothing could upset me more than the thought of going to work every morning. I dreaded going to work. It made me sick to my stomach because I had a supervisor that tried her best to break me mentally. She was jealous of me because of my positive attitude and demeanor. The other doctors and nurses always wanted me to help them instead of her. Mind you that I have a Master's degree and she only had a Bachelor's degree, but she would always make little smart comments about who do I think I am for being so confident. (well her exact words were cocky) She tried everything she could to degrade me and make me feel worthless because I was an assistant and not a vice president.

Around September of that same year, I had gotten to the point that no matter what I did, she would never be appreciative nor would she get better. One day, she put her finger in my face and tried to loud mouth me in front of other staff members as if she was trying to bring embarrassment upon me. My response shocked her and my fellow co-workers: "I kindly said, are you done now, do you feel better? But, I also made it known that I'm not the one, and you will NEVER put your finger in my face ever again if you want to keep it. My alter ego almost came out but I had to pray. Well, that next day, I came in with my two weeks' notice because I knew if I stayed we would have gotten into a fight eventually. But here's where it gets good. I had this whole scenario of how my life was going to be so much better by me working for myself and that I was going to make all this money. Well, let's just say reality

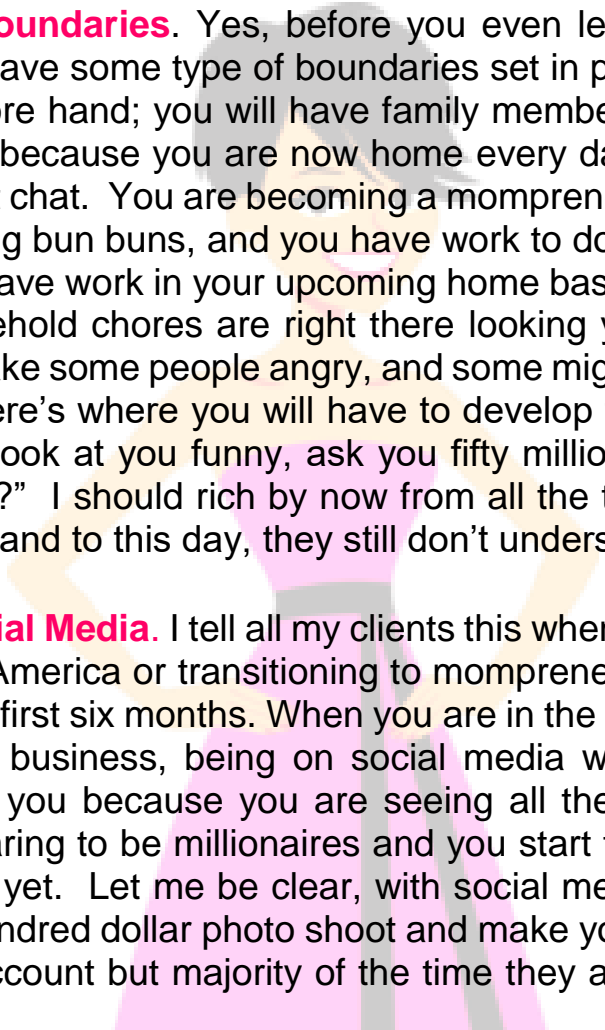
kicked in really fast. Stick around for the ten things that you need to know before exiting your 9 to 5.



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- 1) **Create an exit plan.** This one will save you some sleepless nights and headaches. I didn't have a clue as to how entrepreneurship worked. All I knew was that I loved crafts and I had some amazing gifts and everybody would buy my gifts and I would make lots of money. WRONG, business doesn't work like that. I had the mentality that if I build it, they would come. I had to tell my husband that I wasn't making money and that conversation wasn't great. So, now we were down to a one-income household. Mind you at the time, I was only working to pay childcare, so we both decided that one of us needed to be home with our children because he traveled a lot.

I didn't even know that when you first become a mompreneur that the money don't come in right away, so guess who couldn't do all my fun things anymore; I wasn't able to go shopping (besides window shopping), wasn't able to eat out except for occasionally or any of my extra-curricular activities because the bills needed to be paid and the kids needed things, so I put myself on the back burner again. So, please before you put your two weeks' notice in, make sure you have a plan of action of how you and our family will survive while you are starting your business. Make sure you discuss this with your spouse and make sure he can support you financially as well as all the other aspects of working from home.

- 2) **Establish A Savings.** I highly recommend you put aside six months to a year worth of bills money into a savings account or something. See, I had to learn this the hard way, when I left my hospital job, we didn't have savings or anything. Basically we were living paycheck to paycheck with little to no money left over after bills. It took me a while to finally grasp that working from home was harder than I ever imagined. I had this preconceived notion that I was about to make millions working for myself until reality slapped me in the face. I found myself having to ask my husband for money to get my hair designed once a month and they made me mad as hell. I couldn't even afford to pay for the things that I liked to do. So like always, I had to put myself last again.

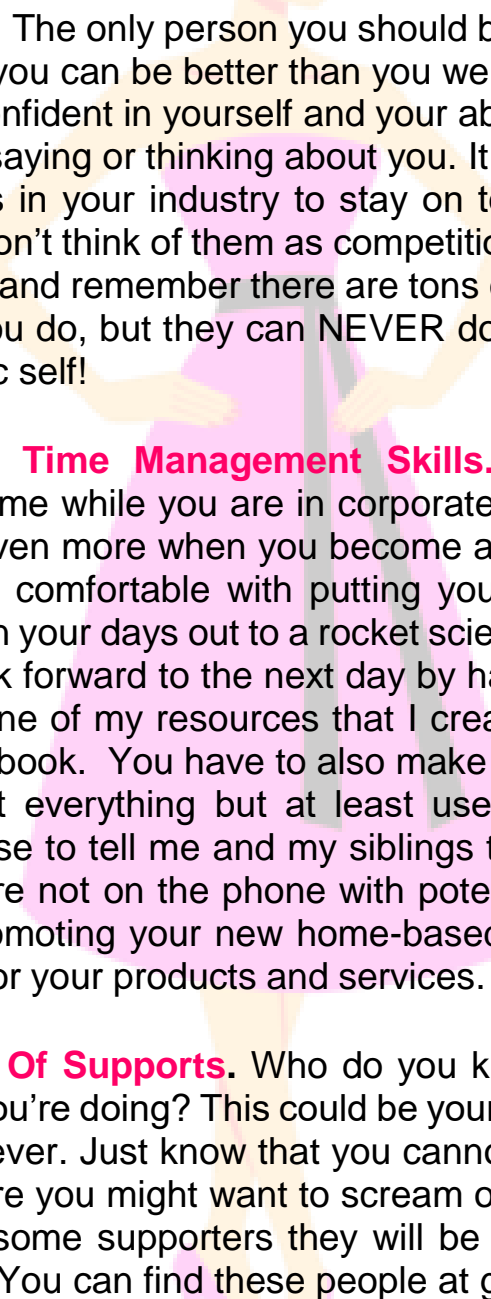
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- 3) **Set Some Boundaries.** Yes, before you even leave your corporate job, already have some type of boundaries set in place. Here is why I say do it before hand; you will have family members and friends who will think just because you are now home every day that you can just sit up and chit chat. You are becoming a mompreneur, you are not just at home eating bun buns, and you have work to do and tons of it. Not only do you have work in your upcoming home based business, but all of your household chores are right there looking you in the face too. You might make some people angry, and some might even stop talking to you, but here's where you will have to develop tough skin. People are going to look at you funny, ask you fifty million times, "What is it you do again?" I should rich by now from all the times people asked me what I do and to this day, they still don't understand what I do.
- 4) **Stay Off Social Media.** I tell all my clients this when they are either still in corporate America or transitioning to mompreneur to stay off social media for the first six months. When you are in the beginning stages of building your business, being on social media will sometimes be a distraction to you because you are seeing all the shiny objects and people appearing to be millionaires and you start to feel bad that you are not there yet. Let me be clear, with social media, you can easily take a five hundred dollar photo shoot and make you appear to have a large bank account but majority of the time they are BROKER THAN BROKE.

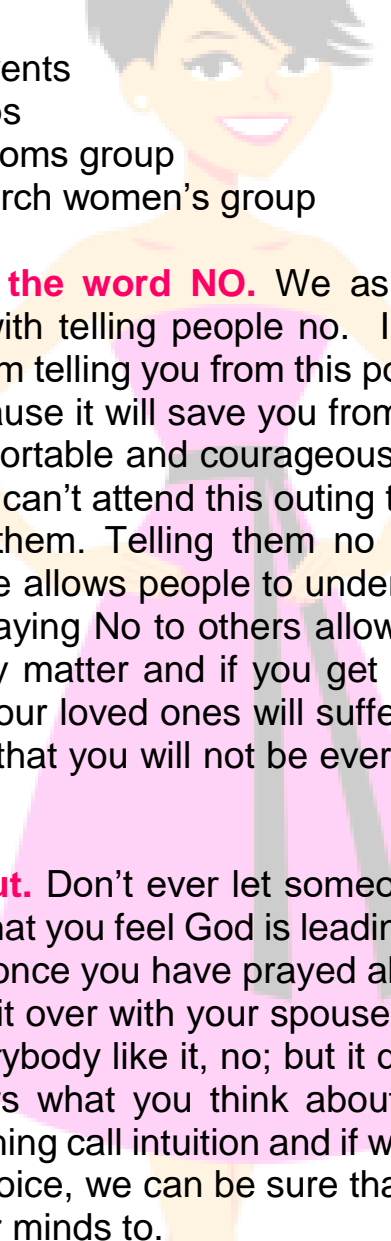
You will start to doubt your capabilities or even doubt that you have what it takes to be a successful mompreneur. Don't allow the fakeness of social media to hinder you from building your empire. A lot of the big dogs have put in ten plus years working behind the scenes and you catch them right at their prime when God has blessed them with their big break. Stay focused and take baby steps.

- 5) **You Will Be Isolated.** Now, if you are the type that you have to be around people, then entrepreneurship is NOT for you. It gets very lonely as an entrepreneur because you are mainly at home for the most part. Your inner circle gets smaller and smaller because they don't understand why you quit your great paying job only to come home to uncertainty. They are going to look at you like you have lost your mind because you went from having a definite paycheck every two-weeks to



not having a check if you don't work and make the sales. I would encourage you to reach out to other mompreneur groups on meetup.com or start attending some networking events so you can meet other like-minded people.

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- 6) **Don't Compete.** The only person you should be in competition with is yourself on how you can be better than you were the day before. You have to get so confident in yourself and your abilities that you tune out what others are saying or thinking about you. It is wise to keep up with other businesses in your industry to stay on top of what's current in your niche, but don't think of them as competition. You all have unique gifts and talents, and remember there are tons of people out there that might do what you do, but they can NEVER do them the way you do. Be your authentic self!
  - 7) **Cultivate Great Time Management Skills.** Get in the habit of managing your time while you are in corporate America because you will need them even more when you become a full time entrepreneur. You need to get comfortable with putting yourself on the schedule. Learn how to plan your days out to a rocket science. I tell people, have something to look forward to the next day by having a to-do-list. I will share with you one of my resources that I create for my mommies at the end of this e-book. You have to also make room for emergencies, you can't predict everything but at least use your time wisely. My mother always use to tell me and my siblings that time is money and it's true. If you are not on the phone with potential clients or creating products and promoting your new home-based business, no one will know about you or your products and services. No clients=No Money.
  - 8) **Create A Circle Of Supports.** Who do you know that gets you and believe in what you're doing? This could be your spouse, mother, sister friends or whomever. Just know that you cannot do this alone. There will be days where you might want to scream or pull your hair out, but when you have some supporters they will be they to lift you up and encourage you. You can find these people at groups like:

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- a. Meetup.com
  - b. Networking events
  - c. Mommy groups
  - d. Your child's moms group
  - e. Your local church women's group
- 9) **Fall in Love With the word NO.** We as women always seem to struggle the most with telling people no. I rarely see men having a problem with this. I'm telling you from this point on, fall in love with this two letter word because it will save you from a lot of headaches. You have to get so comfortable and courageous about telling people no, I can't do this or no, I can't attend this outing today. People will run you raggedy if you let them. Telling them no doesn't make you a bad person, it just simple allows people to understand that you chose you first. Sometimes, saying No to others allows you to say YES to you. You and your family matter and if you get so caught up with people pleasing, you and your loved ones will suffer. Be bold about your life and let it be known that you will not be everything to everybody. Just say NO!
- 10) **Trust your gut.** Don't ever let someone make you feel bad for making a decision that you feel God is leading you to. No one has your vision but God and once you have prayed about it, established an exit strategy and talked it over with your spouse, then be brave enough to walk it out. Will everybody like it, no; but it doesn't matter what others think, it only matters what you think about the situation. God gave women a powerful thing call intuition and if we are sensitive to the spirit and that small still voice, we can be sure that we can be successful at whatever we set our minds to.



## About The Author



LaTersa Blakely's life is a journey filled with business know how and compassion. From her experiences LaTersa reveals her purpose and she is eager to share her purpose with all the women of the world.

Born in the Midwestern farming district of Holly Grove, Arkansas, LaTersa was a girl with ambition. She seized an opportunity to work in the agricultural industry through hands on learning — she literally got her hands dirty to get the job done! Years later LaTersa earned a Bachelor's Degree in Agriculture Economics, a Master's Degree in Agriculture Business Management and a prominent position as a Soil Conservationist. Her duties included surveying the land, a task that would prepare her for digging into the roots of her clients' problems, as a life coach.

The wife, mother of two and woman of God decided to heed the calling on her life in 2010 after spending years in the corporate world. LaTersa found that through motivating other mothers, women entrepreneurs and the like, she needed to launch her own business. In 2011, the Mommy Maven was born.

Like everyone else, LaTersa understood that her work would need to include life balance. Unlike others, however, she managed to find that balance. In doing so, LaTersa penned articles for business [blogs](#) and e-zines, including Care2.com, a [website](#) committed to providing a better world through health and conservation news. Her way with words empowered her to pen her first book, “DIGG DEEP, Steps to Embrace Your Past and Step into Your Greatness”, in 2012.

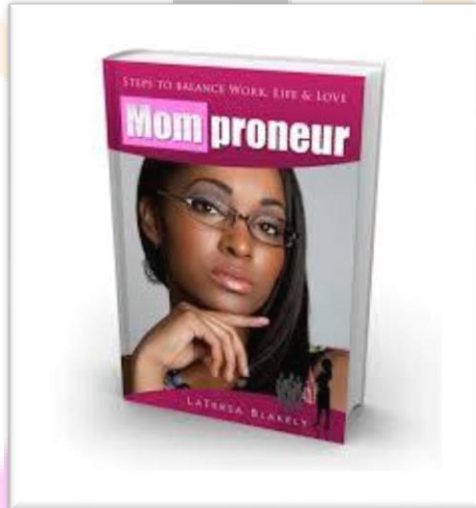
LaTersa’s next work would serve as the blueprint for her life-coaching business, now known as LaTersa Blakely Enterprises; “Mompreneur: Steps to Balance Work, Life and Love” was released in early 2013. The practical guide speaks to women of all walks of life, women who are ready to take back control of their lives. LaTersa now speaks for herself, literally: the mogul has been an invited guest speaker on several occasions, including Blog talk Internet Radio. The “Real Simple Magazine 2017”- featured mom and a two-time winner of Startup Nation’s Leading Moms in Business has been hailed as motivational leader Les Brown’s one to watch. He declared, “The world needs what (she) has to share.”

Today, upon releasing her latest work in April 2014, “I AM ENOUGH” — a stop-the-pity-party manual for those seeking more in their lives — LaTersa spends time sharing through mentoring, hosting webinars and collaborating with women who hunger for clarity. Those ready to unleash their potential should [contact](#) LaTersa on Facebook at her growing community: [The Mommy Mavens](#) or at support@latersablakely.com



If you've enjoyed this e-book, would you share your biggest aha moments with me by sending them to [support@latersablakely.com](mailto:support@latersablakely.com)

I also would like to gift you a FREE gift! You can get download it [here!](#)



A stylized illustration of a woman with short dark hair, smiling, wearing a pink sleeveless dress with a grey sash and pink high-heeled shoes. She is standing with her hands on her hips.

*Time Management Scheduling Outline*

*LaTersa Blakely, The Mommy Maven*

*www.latersablakely.com*

Personal Priority Items

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Family Priority Items

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Business/Work Priority Items

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Remember, list 3 and make it your business to get these things done; you can have others but at least you get the main things completed. This will help you begin to feel a sense of accomplishment. You can print these off for every day of the week and put them in a binder, so by the end of the month, you can recap your overall month!

### **Questions To Ask Yourself...**

- 1) Do I have what it takes to be an entrepreneur/mompreneur?
- 2) Do I have a savings of six months to a year of bills
- 3) Do I need to get a part-time job or stay at my current job longer?
- 4) Can I handle being talked about?
- 5) Can I deal with being isolated?
- 6) Do I have the mentality to become a mompreneur?
- 7) Do I have enough investment to [hire a coach](#) to help me?