

IS YOUR BUSINESS TAKING A SIESTA?

DREAMING IN THE DAYLIGHT: 3 KEYS TO “AWAKEN” YOUR BUSINESS

By: Kymmie Krieger



“Know what you want to do, hold the thought firmly, do every day what should be done, and every sunset will see you that much nearer to your goal.”

Elbert Hubbard

The sun never sets upon a mom who doesn't still have loads of laundry, dirty dishes, and countless cleaning endeavors calling her name. Yet, even though the work of a mom is never truly finished, she can still carve out a few moments in the day to dream, inspire others with her vision, assemble a business from the ground up, oh, and look fabulous doing it. One of the “SHEs” I'm talking about is none other than...

Jessica Singer.

Founder, builder, and proud mama of MamaBargains.com, Jessica truly fits the term “mompreneur” to a tee. Creating a leading one-deal-at-a-time, discount website geared towards moms everywhere with two children in tow, in 2008, Jessica took her “mama monkey-bar dreams” to the worldwide web in less than 24 hours. Today, you might not even recognize Singer's ‘baby’ as MamaBargains.com elicits an astounding 1.9 million page

views per month – coupled with sales spilling over the \$2.5 million mark.

So, who says daydreams don't come true? Jessica's sure did!

So, what's her secret? Besides harnessing her inner strength from her husband, three adorable boys, a golden-doodle, and Romeo (Can't forget the family cat!), Jessica has shared with us some strategic business-building tidbits from her daydreams.



So, here are

“3 Keys to Awakening Your Business.”

1. Persistence and Patience: The Dynamic Duo!

Jessica says: “I have two words – these are my ‘go-to’ words; ones that as a business owner, I have to live by. Persistence and patience. You can’t have one without the other. You need both to succeed, and alone, patience won’t work. Persistence without patience will lead to failures. You must focus on an equal balance of both in order to grow your business into the dream you envisioned.”

2. Word of Mouth: Moms Talk!



Jessica says: “This is something Mamabargains.com is actively working on right now. We are almost 6 years old, and in that time, we have focused on the ‘word of mom’ – in that, we are 100% organically grown. We’ve taken bootstrapping to a whole new level because we know that there is no stronger advertisement than a positive, customer word-of-mouth endorsement.

However, our strategy is to now focus on building our online customer base while engaging our customers more, giving them incentives to order from us, and keeping them happy after they take the time to shop with us. Our marketing strategy has had to evolve, and that is something that as an entrepreneur, you must be prepared for.

Change is good. We’ve had to learn to embrace it – technology evolves, people evolve, and spending habits evolve. If you don’t roll with it, you’ll be left behind. We are in the thick of it right now – trying to grow and keep ourselves true to who we started out to be; a true mom-owned company – run by parents. By moms, for moms.”



3. Uphold “The Golden Rule” : Treat ‘Em Like Family!

Jessica says: “2013 was a challenging year for us. We began 2014 with a new optimism for this year – and a newfound hope that we can continue to grow – even though sometimes it may seem the world is against us. We experienced more failures in 2013 than ever before.

But, we are still learning. We are still growing, and this year, we truly hope to double our growth, while solidifying ourselves as the most trustworthy deal site out there. With Mamabargains, what you see is what you get. We are real people, real parents, and we tell it like it is. We don’t candy coat it, and we live the golden rule every day – treat people how you would like to be treated.



We spoil our customers, engage with them like no other deal site out there, and truly care about each of them as if they were family. We want them to be happy – so, in a nutshell, we hope our customers see us as family, and we hope to experience exponential growth while showing our customers that they are what makes Mamabargains.com what it is – they have gotten us to where we are today, and we hope they are able to help us double our growth this year.”

So, are YOU ready to “awaken” your daydreams and pursue that business opportunity that you just know in your heart-of-hearts is worth the risk? Or have you already begun your exciting journey but still need

help allowing yourself to dream big?

Jessica describes arousing our daydreams best by saying:

“It’s not all unicorns, rainbows, and buttery popcorn (with a lot of salt, mmmm!) – This business ownership thing has its down times, too. You just have to let it humble you, and learn that even when you struggle through tough times, you can’t allow those times to define you or your business.”

So, take it from a Stevie, Women Online Magazine Top 20 Fastest Growing Company, and Forty-Under-Forty award winner – daydreams are just the beginning. The real magic sparks when your business awakens... and emerges to match your vision!



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Kymmie Krieger is the Senior Editor and Lead Marketing Director of Women Online Magazine. With a BBA, Masters of Education, and over ten years of freelance and professional writing experience, she is a published author, editor, and copywriter who consistently strives to inspire readers with her passionate words and positive outlook on life, love, relationships, self-development, and business.

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