



BIBBIDI-BOBBIDI-YOU!  
MOMMY'S BUSINESS

**DREAMS DO COME TRUE!**

BY: KYMMIE KRIEGER

*Making the glass slipper fit is not always a “shoe-in” for every multi-tasking mom looking to jump-start her pumpkin carriage and arrive at the entrepreneurial ball in time.*

*But, just as Cinderella never lost sight of her dream while mindfully caring for her mouse-fold, neither did the fabulous entrepreneurial empress, Danielle Smith.*



Danielle Smith is a storyteller, and fittingly, her story has quite the fairytale ending. As a successful, award-winning television news anchorwoman married to her prince charming and mother of two adorable children, Danielle continued to dream. Believing that motherhood was not an obstacle but rather an exciting stepping stone along her journey, in 2011, Danielle published her first book, *Mom, Incorporated: A Guide to Business + Baby*, showing business-minded mothers everywhere that you don't have to choose between diapers and your dreams.

Founder of

[ExtraordinaryMommy.com](http://ExtraordinaryMommy.com) and [DanielleSmithMedia.com](http://DanielleSmithMedia.com), this “Entrepreneurial Mama” has quickly become the belle of the ball. But with numerous appearance on The CBS Early Show, CNN’s Headline News, Fox News, MSNBC, and NPR, how does she balance her business success and keep her castle in order?

Let’s find out!

Danielle the Entrepreneurial Extraordinaire was gracious enough to share some of her whimsical WOWs (Words of Wisdom) with us here at Women Online Magazine, and we, in turn, would love to share bits of her fantastic fairytale magic with you!



## *What advice would you give other “Cinderellas” out there who are looking to get their pumpkin carriages (businesses) on the move?*

**T**here are two parts to my advice: the practical and the passionate. My practical side advises putting a plan in place, both financially and goal-based. It is much easier to follow a road map of goals if you know where you want to go. I also suggest surrounding yourself with people who support you – both personally and professionally. You need people who believe in YOUR dreams. I also recommend hiring

help – whether that means someone to take care of things at home that you are no longer available to do or someone to supplement the professional space you are creating.

My passionate side believes firmly that every aspiring woman entrepreneur should find a way to nurture her belief in herself. The road to starting a business is often a bumpy one. Having faith that you ARE where you are supposed to be is a powerful motivator.

## *How do you attract new suitors (new customers) at the ball (online)?*

**I**m sure it isn't a surprise that I believe strongly in the power of social media engagement. Treating your audience not only as customers, but as a community you value, serves both you AND the people you are trying to reach. The more valued they feel, the more invested they are in you and your product. I make effective use of Twitter, Facebook, Instagram, YouTube, and Pinterest. I'm aware that each platform holds a unique community and cannot be treated as one, so I work very hard to spend time connecting with each venue on a regular basis.



# *What is the best accessory (business strategy) to your gown (business plan) that you believe most “Cinderellas” forget to wear to the ball?*

**M**any women forget the simple power behind word of mouth and how to harness it. We often spend so much time creating complicated, structured plans – many of which cost money to put in to action – when you and I both know that the suggestions we value most come from the people we trust. Finding and developing a community of people interested in your business or product, talking and listening to them, and turning them in to FANS can increase your business. And, the tools for this – the social media engagement platforms – are right there at your fingertips.



# *Getting ready for the ‘big ball’ can be stressful. Any secrets to unwinding?*

**W**ith as much time as I spend online, I KNOW the value of unplugging and spending quality face-to-face time with the people I love or just taking a deep breath and letting go. Our current world is so connected, so fast-paced, and so demanding. My soul requires that I STOP, look around, and enjoy my amazing husband and my small people from time to time.

Clearly, Danielle Smith is a perfect example of how clinging to your entrepreneurial dreams of that perfect-fitting glass slipper can truly pay off. Leaving little to fate, she continues to write her fascinating story, scripting what will come in the future pages of her home, business, family, and life...and you can do the same!

So, no matter what business dream you heart is entertaining today, never forget Cinderella’s inspiring melodious mantra:  
“No matter how your heart is grieving, if you keep on believing, the dream that you wish will come true.”

And, your business will live  
“Happily Ever After,” too!

**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 that consistently strives to inspire readers with her passionate words and positive outlook on life, love, relationships, self-development, and business.

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