

Media Release
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Balancing family and work through online business

Working from home is a great compromise for Mums who want to contribute to the family income while still be at home with the kids.

Mother of two and Perth Inventor, Lauren Angove said that having an online business has allowed her to be able to work from home and be flexible with work and family time.

"I always knew that I wanted to invent something so I could create my own business and stay at home with my kids," said Mrs Angove.

"Since coming up with the idea to create something that would fit to a shopping trolley to entertain the kids while shopping, online retail and social media has boomed, so starting the business online only seemed logical," she said.

"I now retail my own product Trollipop™ and other parenting products through my online store – www.trollipop.com.au."

"Having my own business is hard work, it means working late at night sometimes, but it also means that I can be there more for my kids, especially for those special moments like when they receive their first school certificate at assembly."

Mrs Angove said in the process of setting up and building her online business there were some things that went well and other things that didn't go so well. She offered these tips for Mums thinking of starting their own online business -

- Don't pay huge amounts of money for a website. There are businesses that specialise in work at home mum business website design that can create you a great functional website that can convert your visits to sales without paying thousands of dollars.
- Ensure your web designer also has a marketing background or knowledge. Many websites look great but lack the key features required to convert visits to sales.
- Don't pay large amounts of money for services such as search engine optimisation, marketing and public relations. Find a reputable business coaching firm that provides informational products and ongoing support, so that you can do these things yourself for a fraction of the cost.
- Join a business networking group and attend regularly. This gets you around other likeminded Mums so you can share ideas, learn from and encourage each other.
- Make sure you and your business have a social media presence. People like doing business with people they like (business from social media contacts such as facebook account for over 50% of our sales)

Mrs Angove said that since starting her online store, she had learned many lessons, the most important being, how to increase website traffic, convert website visitors to sales, gain free publicity as opposed to advertising and use email marketing to build rapport with her customers. She said that she has learned to do these through courses and ongoing support from the course providers – all of which has cost much less than engaging the ongoing services of firms to do this for her.

Living in Doubleview, 36 year old Lauren is a married mother of two boys aged five years and 15 months.

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High resolution images and interviews and available on request.

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