

Manager MOM



STARTUP KIT

Your practical roadmap to refine your vision,
organize your ideas, and take intentional action in
your business without the overwhelm.



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Welcome!

When I started Manager Moms, I had one mission:

to help women like you build thriving businesses without losing themselves in the process. Because being a mom and an entrepreneur isn't about choosing one or the other — it's about blending both with purpose, clarity, and heart.

This Startup Kit is designed to give you space to pause, realign, and reconnect with your vision — without the overwhelm.

So grab your favorite coffee, find a quiet moment, and let's get started.

*With love,
Rachel Moore xx*



@managemom

PART ONE: THE VISION

Your Business Blueprint

Revisit the heart of your business and reconnect with what matters most.

PURPOSE

Why does my business exist?

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AUDIENCE

Who am I serving?

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OFFER

What problem do I solve / what product or service am I selling?

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PART TWO: THE PLAN

Your Business Blueprint

Simplify your next steps so you can move forward with clarity and confidence.

CHANNELS

Where will people find me? (e.g., online, social media, in-person)


REVENUE

How will money flow in?
(products, services, memberships, etc.)

NEXT 3 STEPS

What actions will I take in the next 30 days?



A close-up photograph of a woman with her eyes closed, smiling warmly as she hugs a young child. The child is also smiling broadly with their eyes closed. The woman is wearing a light-colored, button-down shirt. The child is wearing a light-colored top. In the foreground, a white rectangular sign with a torn top edge is held up, featuring a quote in a black serif font. The background is a bright, slightly blurred outdoor setting with green foliage and a clear sky.

Clarity isn't
found in doing
more, it's found
in doing what
matters.

Your Manager Mom Story

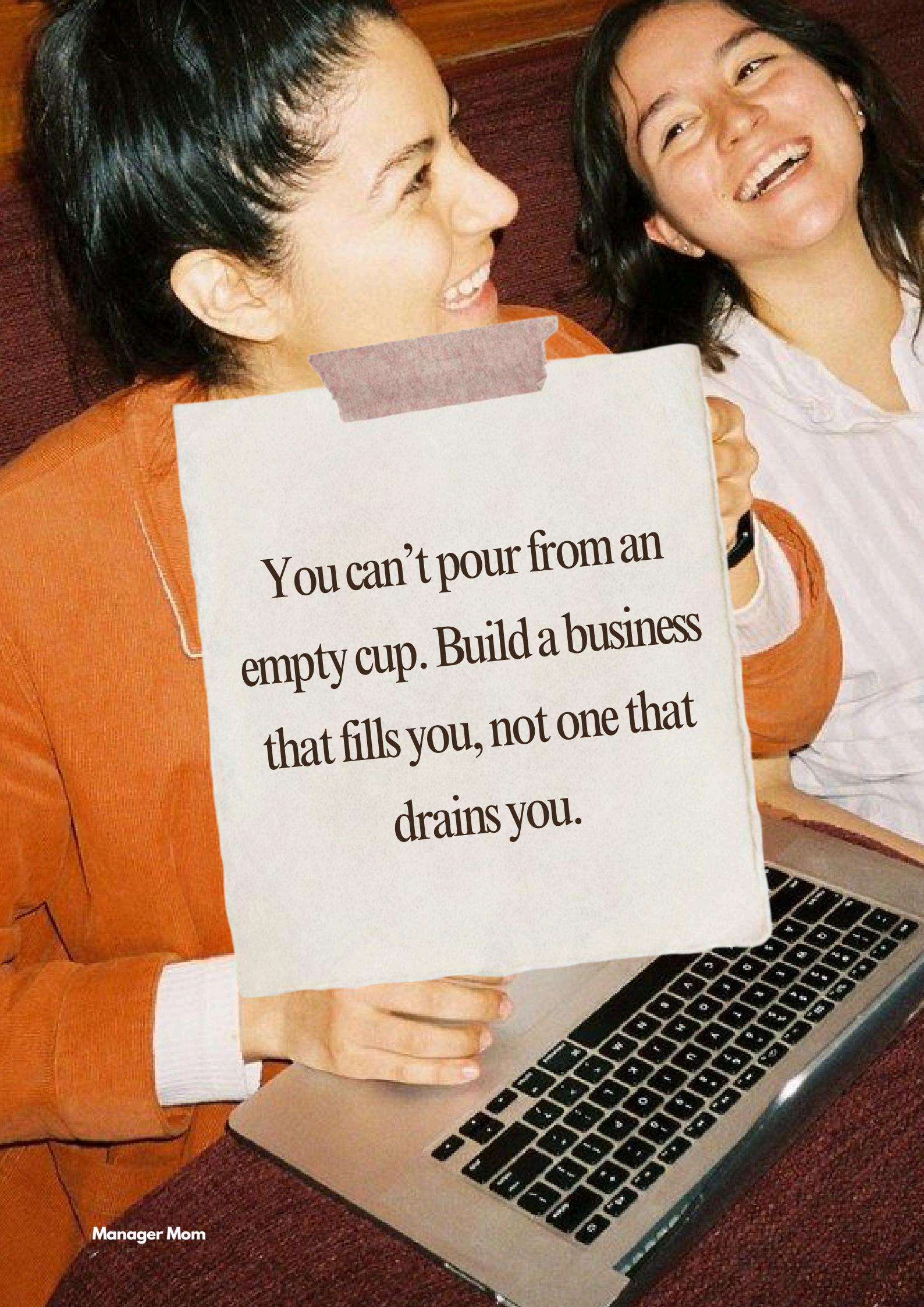
Your story is your superpower. Here's where to start:

WHAT INSPIRED ME TO START THIS?

HOW DOES MY JOURNEY AS A MOM SHAPE MY BUSINESS?

WHAT IMPACT DO I WANT TO MAKE ON FAMILIES?

HOW DO I DEFINE SUCCESS FOR MYSELF, MY FAMILY, AND MY BUSINESS?

A photograph of two women sitting at a desk with a laptop. The woman on the left, wearing an orange sweater, is holding a white sign with a torn top edge. The woman on the right, wearing a white shirt, is smiling and looking at the laptop. The sign contains a quote in a serif font.

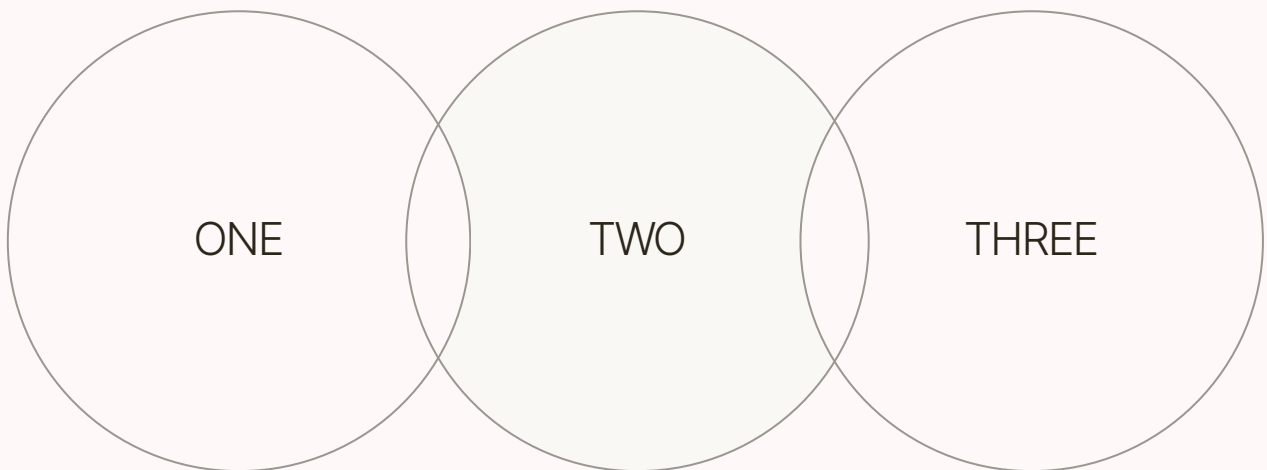
*You can't pour from an
empty cup. Build a business
that fills you, not one that
drains you.*

Weekly Focus Sheet


Small wins add up. Use this weekly reset to stay on track:

SMALL WINS TO CELEBRATE

TOP 3 PRIORITIES THIS WEEK



ONE THING I'LL STOP DOING

A woman with dark curly hair is smiling broadly, holding a young child with curly hair who is also laughing. They are both wearing plaid shirts. A white sign with a pinkish-purple tab at the top is held in front of them. The sign contains the text: "Your business will grow at the speed of your self-belief protect it, nurture it." The background is a plain, light-colored wall.

*Your business
will grow at the
speed of your self-
belief protect it,
nurture it.*



Next Steps

Share

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Post your ideas, reflections, or wins inside the Manager Moms Community Group!

Social

#managemoms

We love celebrating your growth! Share updates or snapshots of your business plan using #managemoms — we'll be cheering you on every step of the way.

Join Now

www.managemoms.com

**Ready to share your business with the world?
Join our mompreneur community for free!**