

Media Kit

Rachel Allan – When Business Meets Baby



When Business Meets Baby | Online Media Kit

Rachel Allan is available for interviews, guest blogging or podcasting and speaking opportunities.

Ra-ch-el A-ll-an (phonetics) is the Author of *When Business Meets Baby*. She is also founder and director of Visionary and Nomadness.

www.rachelallan.com.au or www.visionary-group.com.au or www.nomadness.com.au

Broad topics:

When Business Meets Baby – an overview of the themes of the book and finding balance in business, life and self

The Baby Effect on Business – including business development, goal achievement and daily tasks

Managing Your Life Better – finding support, managing your time, home organisation and relationships

Please contact – rachel@rachelallan.com.au or 0408 177 700 to discuss opportunities further

Launching

September 14 – Pre-order sales open for the book

December 1 – Ballarat launch and sales open

January 2017 – Melbourne launch

Key Points from the book

- Balance is determined by individual families
- You have the ability to choose to put your business in maintenance or growth mode
- Marketing is simple when you look at promoting to your target market and managing your leads and sales
- Once you understand your values on money you can apply techniques to make it work for your business and your life
- You need support in raising a family
- Stop the busyness of life to spend time with your partner, children and yourself
- Dads play a role to, see all this from their perspective, learn to acknowledge their position
- Set up systems and processes in your house, don't let it overwhelm you
- Create a healthy environment for your family
- Plan and prepare for changes in your family and children
- Guilt and judgement are all emotions you need to let go of today – you are an amazing parent
- Embrace, grow and learn from all of the roles of mother
- Live a relaxed life and manage the stressful times

Bio Talking Points

How have you achieved balance in all aspects of your life?

How have you evolved your business over the years?

When did you realise you had a story to tell?

How has becoming a mother changed your perspective?

Sample Questions & Conversation Starters

What would you say to your 'new mother' self?

What is the one lesson that you have learned that would make a difference to other people?

*What is your purpose with *When Business Meets Baby*?*

*Why have you chosen to publish *When Business Meets Baby*?*

CONTACT

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www.rachelallan.com.au

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Downloads to help you. In this dropbox folder: <http://goo.gl/jbSLZJ> you will find:

A chapter excerpt
Rachel Allan bio's and also headshots
Book images

These are updated regularly

Product Information:

Here's something you already know. When you become a mother, you want flexibility. You want to be there for your baby, and you want results in your business. You want to make good money, and to make a difference.

All over the globe, women are taking control by starting their own businesses – businesses that (they hope) will grow around the needs of their babies. If you're ready to combine entrepreneurship with the rewards of motherhood, let this book show you how to do it with love, grace, business smarts and pizzazz.

This practical guide shares the advice of successful entrepreneur Rachel Allan, parenting and self-care experts, and women just like you who have worked out the shortcuts to success. You'll discover how to:

- ❖ *take beautiful care of your baby, your business and yourself in an intuitive way*
- ❖ *set up supportive systems that free your time and help you feel relaxed and in control*
- ❖ *enjoy the experience of being a truly 'present' mother and a successful business owner*

You don't need to do it alone, and it doesn't have to be complicated. You can do this!

Coming in 2017

- ❖ *'The Big Pram Meet Up', a series of events held in multiple locations empowering and motivating mums to reinvent themselves and their businesses.*
- ❖ *eBook in May 2017!*
- ❖ *Online courses which will explore themes that are discussed in When Business Meets Baby in more depth and show how they can be implemented across your Business, Life and Self to achieve balance.*
- ❖ *'Family Friendly' retreat again exploring the themes in more depth.*
- ❖ *When Business Meets The School Bell – Growing your business when your child goes to school, because the rules will change!*

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