

How Today's Businesswoman Can Do It All

(NAPSA)—The estimated number of woman-owned businesses across the country is 8.1 million. Yet what's really impressive is that many female business owners are also mothers, wives and heads of households.

If you fall into this category or know someone who does, the following tips on balancing work and home life may come in handy:

• **Protect boundaries**—If you find yourself checking your smartphone during dinner, you might need to set clearer boundaries between business ownership and family time. Separating work and family time will help you be more productive at both.

• **Stay in touch at school**—Small-business owners rarely have time for volunteering in the classroom, but mothers can still be a part of their child's educational experience. Something as simple as donating supplies shows you're interested in your child's classroom success.

• **Shift your schedule**—Sixty-three percent of mothers say they want to be home when their kids leave for school and at the end of the day. To accommodate, try shifting your schedule and conducting nonurgent business after hours. Don't be afraid to off-load work to others when feasible.

• **Organize work and home life**—Make a list of your top three organizational challenges both at home and at work, and put a detailed plan together for overcoming the challenges. If time management is an issue, try creating a family calendar that lists everyone's daily activities, including work schedules and family time. And avoid working so hard on your business that your home becomes chaotic.

• **Don't let guilt get you down**—A study from the Working Mother Research Institute found that more than half of mothers



Balancing business ownership with motherhood doesn't have to present an ongoing struggle to manage time and expectations.

who work report feeling guilty about not spending enough time with their kids. Furthermore, small-business owners are notorious for working long or odd hours. Try not to be your own worst critic. Sometimes, being a mom has to take priority. Push back business issues to after hours if it's possible.

• **Limit your time spent online**—Many women spend hours a day online, for professional and personal reasons. But tasks such as managing a Facebook page or website can become a full-time job and significant source of stress. To free up some time for family, try Deluxe's Web Solutions Package. The time-saving "do it for me" package bundles a number of services that help you achieve a professional online presence and help your business rank higher in search engines.

• **Seek more advice for managing your business**—Deluxe, a growth engine for small businesses, offers products and services designed to streamline marketing for small-business owners. For additional tips and resources, visit www.deluxesmallbizblog.com or www.ProjectREV2012.com.