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Jumpstart Your Summer!

The Sport of Motherhood Newsletter

June 2006

It is finally summer! Soon kids will be out of school, and now it is time to panic. How will you manage these long summer days with constant demands for entertainment?! Will you find time to relax between carpooling to camp, family travel, and picnics in the park? If these thoughts go through your mind, you are not alone. *Summertime anxiety is very common.*

Join us in June to discuss how to enjoy the summer, how to find time for yourself and your spouse, and how to create unforgettable summer memories. We will share creative ideas for family fun, traveling with kids, and keeping personal goals.

Speaker Event: May 31. Duveneck Elementary School in Palo Alto, CA. [Click here for details.](#)

Speaker Event: June 13, Palo Alto- Menlo Park Parents Club. [Click here for details.](#)

Bootcamp: June 6 or June 8. Fee: \$25 at the door. [Click here for time and location.](#)

June TV Show: Tuesdays at 3:30 pm, Channel 15 in Mountain View, Los Altos and Cupertino and Tuesday, Wednesday, Thursday and Saturday on Channel 30 in Palo Alto, East Palo Alto, Menlo Park, Atherton, Woodside and Stanford. [Click here for complete TV schedule.](#)

Our June sponsors are Curves at South Palo Alto and Lucy activewear. Treat yourself to the latest looks and move from workout to weekend in style with Lucy's active wear. Scroll down for special offers only for Sport of Motherhood!

New! Our column for entrepreneurs: *"I Love What I Do, But How Do I Make Money?"* This column addresses some basics on how to start or run a business and manage a family. This month's topic is *"Harness Your Passion and Buckle Up"* - turning your idea or passion into a business.

Jumpstart Your Summer

- A New Take on Summer
- Keys To a Successful Summer
- Getting More "Me Time"
- Harness Your Passion and Buckle Up!

Keys To a Successful Summer

"The way I see it, you need to ride the wave that the gods of the currents send you. In my current phase of life, with kids ages 8 & 10, this still means that I'm best off with vacations designed specifically for children. Of course, different people define vacation differently. Many adults shudder at the thought of an over-priced Disney extravaganza, but it's my dream come true. After all, I could truly have a good time in someone's garage if the people I was with were happy, and I didn't have to cook." (Shana McLean Moore, author of [Caffeinated Ponderings on Life, Laughter, and Lattes](#))

- **Attitude:** It is all about the attitude. Frame the trip as an *adventure* to get you in the mood. You are prepared. Now it is time to go with the flow and let

A New Take on Summer



Summer is a wonderful time for new adventures and family experiences. It is an opportunity to begin something new and to create memories for the years to come.

This summer, make some time to relax and learn to enjoy the downtime; then begin something new.

Start with a list of manageable, reasonable goals. Keep it simple. Define manageable vs. "reach" goals. Many goals may just be about ways of living. If you try to develop new *habits* and new routines, expect this to take some time.

Set yourself up for success:

- take action
- enjoy the process
- let go of the results

Remember, it takes time to develop new habits, so give yourself the time needed to succeed. For example, maybe you want to eliminate your usual pre-bedtime snack, exercise three times a week, or make some time each day to write or draw.

In the first week, you are

go of some expectations. Some things *will* go wrong. Laugh about them and adapt and improvise. Take deep breaths and start your day over, as often as needed.

- **Frame of mind:** Try to keep worry about travel days to day of travel. They will be challenging. So prepare for them as you would train for a race. Sleep well, eat well, think about it enough to be prepared, but do not obsess. And in the end "Just do it. These are the memories your kids and you will share, not the pain of packing and planning!" (Cara)
- **Communication:** Talk about the summer plans as a family. Find out what everyone has in mind. If your spouse imagines long days by the pool and your children hope to hike daily, there will be no way to meet these expectations without some planning. And that does not even begin to address you *own* needs. Spend a family evening finding out who wants to do what and then put some plans on the calendar. Schedule the downtime if you need to. . . Make it happen.

Getting More "Me Time"

Build "Me-Time" into Your Life. Parents typically do such a great job of taking care of everyone else that we forget to take care of ourselves. No wonder we sometimes feel rundown, irritable, and sick! By building in some "Me Time" into your daily schedule you will feel more energetic, confident, and better able to enjoy the time you spend with your family. Most importantly, you will be setting a good example for your children about the importance of healthy habits and balance in our daily lives.

Begin "Me Time" Now. Build "Me Time" into your schedule by finding ways to organize your family life so that the entire burden does not fall upon you. Can't find the time to schedule "Me Time"? Sure you can! We make time for all the other important things in our lives—getting a little "Me Time" is just as essential! Don't let guilt or misplaced priorities get in your way.

Organize Mutual Assistance. Older family members or neighbors will appreciate a helping hand with errands or grocery shopping. By offering to combine their shopping or errands with yours you can negotiate some "Me Time". When you don't have young children at home it can honestly be a treat to watch the video your children are watching for the millionth time or play the board game that, frankly, you really find boring.

Set the timer. When you have an infant or a toddler you must keep full attention on their activities during every waking moment. When children are about four years old, however, try setting the kitchen timer for five minutes. Tell your children that until the bell rings this is "Mommy rest time" during which Mommy is not available. As your children get older, of course, the length of "Mommy rest time" can increase. This parenting technique will give you a short break or several short breaks during the day. Your children will also learn self-control, which is an invaluable life skill critically necessary for success in school as well as in later life.

Schedule meetings with "YOU Inc". Block out time in your planner just for you. Saying "I've already got a meeting scheduled" is a good short cut response to refuse time and energy draining activities that do not enrich family life.

What feeds your soul? Write, paint, read (great literature or the supermarket tabloid? Your choice!); listen to music (same message), take a walk or prepare for a marathon, or just sit in a chair and enjoy blissful solitude. Have lunch with a friend, go shopping, take a bubble bath, watch a movie, think deep thoughts, or simply take a nap.

Remember naps?

[Leah Klungness, Ph.D.](#) is a psychologist and co-author of [The Complete Single Mother](#).

Harness Your Passion and Buckle Up!



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Whether you are starting a new business or changing careers, always start with a passion and a knowledge that you can transform a problem into a unique solution. You know you carry this passion. Find it, understand it, harness it and offer it to others. This is what

starting a business is all about.

getting used to the new routine and may resist the change or find excuses as to why you cannot make the time. Just take it one day at a time. You can also find a friend, an accountability buddy, or a class to help you stick to your plans.

By the second week, you get more comfortable.

By the third, you will begin to see some real progress.

You are on your way to establishing a new and beneficial habit that will pump you up and put a bounce in your step.

You can do this. Just give it a try.

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1. What do you love? You already know what it is. It may be a skill, or a novel idea, or a technological innovation. It may be a personal discovery that you could share with others. It may be an experience that has changed your life and you know would help others, too. Be brutally honest with yourself and do not worry whether the idea sounds impractical. Do not worry how you will make money, not yet anyway. Look into your heart and find out what you truly love doing, so that when the sleepless nights of the entrepreneur arrive, you will feel transformed and excited by the total immersion.

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Harness Your Passion and Buckle Up

by [Daniella Russo](#)

[May](#) | [June](#) | [July](#) | [September](#)

Whether you are starting a new business or changing careers, you must always start with a passion, and a knowledge that you can transform a problem into a unique solution. You know you carry this passion. Now you must find it, understand it, harness it, and offer it to others. This is what starting a business is all about.

1. What do you love ▼ You already know what it is. It may be a skill, or a novel idea, or a technological innovation. It may be a personal discovery that you could share with others. It may be an experience that has changed your life, and you know would help others, too. Be brutally honest with yourself, do not worry whether the idea sounds impractical. Do not worry how you will make money, not yet anyway. Look into your heart, and find out what you truly love doing, so that when the sleepless nights of the entrepreneur arrive, you will feel transformed and excited by the total immersion.

2. What are you really good at ▼ Are you good at what you love? Do you need more skills? How do you obtain them? Most of the titans of art began their painting careers by taking lessons in the skill of painting, perspective, color mixing, sketching. Many composers also began with basic lessons in music theory and composition. History remembers the titans because of their talent and rarely the teachers. This is true for all talent. Your talent and your passion will transform your idea and bring out the many facets of the innovation. Only you can do this. Yet, in order to shine you must hone your skill, continue to work at it, learn new methodologies, stay involved with the industry.

3. Who can benefit from it? ▼ As you polish your talent, think who can benefit from it. Whether you are a technology innovator, a mom, or a new entrepreneur - your learning experience, your product or your skill must always be of value to someone else besides yourself. And it almost always is. Your personal experience can become a book or a series of talks; a

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small household innovation can become the next Post-It Notes or Band-Aid; a technological innovation can transform an industry - just look at Yahoo or Google. Explore your idea, think about who it would benefit and how you could share it.

4. Share it! ▼ Start sharing your idea. Do not be afraid to talk about it. Every time you describe it, you will discover a new angle and a new way to look at it. Let ideas will flow. Unleash the creativity. Enable the feedback. Let it shine. Can someone steal it? Choose carefully the group you share your ideas with, but also trust your unique value. Nobody will transform your idea in your unique way. If you have truly created the value, you will be protected. Never be afraid to share your creativity or your talent.

5. Embrace change ▼ The most important rule for every entrepreneur or business owner is **change**. Almost 50% of entrepreneurs we work with have adapted their ideas to a changing business climate, accepted new ways of running their business and at one point or another have transformed themselves. This is true for any phase of your business. You may start with one idea and in the process of launching it, see a related and a very compelling business opportunity. Do not be afraid to grab it and run with it! The businesses that survive past 24 months of their launch have embraced change and have learned how to adapt and how to constantly innovate.

Starting or running a business is hard work. It is demanding and all-consuming. Yet nothing compares to the exhilaration and excitement of your success. Are you ready? Buckle up!

Daniella Russo is the CEO of Mindzone, Inc. Since 1999 Mindzone has been helping businesses reduce time to revenue, launch their brands and create successful marketing strategies. To find out how Mindzone can propel your business or idea into the marketplace, contact us at info@mindzone.com or explore our [web site](#).



calendar of Events

Marathon Mothers: Combining Passion and Family

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<< June 06 >>						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
		8:30 pm: cable Channel 30	4:30 am and 12:30 pm cable Channel 30			7:30 pm cable Channel 30
4	5	6 Bootcamp	7	8 Bootcamp	9	10
9 am: cable Channel 30		9:30-11:30 am, Palo Alto (details below) 8:30 pm: cable Channel 30 3:30 cable Channel 15	4:30 am and 12:30 pm cable Channel 30	7-9 pm Palo Alto (details below)		7:30 pm cable Channel 30
11	12	13 Speaker event	14	15	16	17
9 am: cable Channel 30	Taping of June TV show	8:30 pm: cable Channel 30 3:30 pm: cable Channel 15 7:00-9:00 Parents Place (details below)	4:30 am and 12:30 pm cable Channel 30			7:30 pm cable Channel 30
18	19	20	21	22	23	24
9 am: cable Channel 30		8:30 pm: cable Channel 30 3:30 pm: cable Channel 15	4:30 am and 12:30 pm cable Channel 30			7:30 pm cable Channel 30
25	26	27	28	29	30	

9 am: cable Channel 30		8:30 pm: cable Channel 30 3:30 pm: cable Channel 15	4:30 am and 12:30 pm cable Channel 30			
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Bootcamp: St. Marks Episcopal Church is located at 600 Colorado Ave. in Palo Alto. Hosted by - St. Marks Women's Commission. Admission: \$25. Scholarships available.

Parents Club of Palo Alto and Menlo Park (PAMP). Admission: Free.

Please email gen@sportofmotherhood.com or call us at (415) 244-7009 for more information.

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Ten Steps To Jump Starting Your Business

by [Daniella Russo](#)

May | [June](#) | [July](#) | [September](#)

So you have decided to do it. Months of planning, sleepless nights, hesitation and encouragement from family and friends - and now you are ready. Where do you go from here?

Here are the top ten steps successful entrepreneurs make on their way to starting and growing their businesses.

1. Harness your passion ▼ You know what it is. Do not trade it for someone else's idea. Ask yourself: What do you love? What do you know how to do best? What are you good at? Better than anyone else? This is the area where you can start a business. Remember to ask this question even after you have launched the business. This is the best way to get out of hesitation and second thoughts. Do what you love and do it better than anyone else.

2. Understand your value ▼ Being great at something is not enough. You need to find a large group of people who can benefit from your skill or the product you create. These people are your target customers. Chances are, you already know who they are. Do not think of them as individuals, but rather as representing groups - moms, dads, working moms, pharmacists, florists etc. Be very careful not to "fall in love" with your product. Instead, carefully think about why each of your target customers would choose your skill or product. Convenience, price, novelty - all are possible and all good value propositions.

3. Understand your customer ▼ Be very thorough in understanding your target customers. Where do they shop? What other products do they like? What is their price range? What magazines do they read? Do they have children? Are they married or single? Each of these answers will offer a valuable insight that begins to shape your marketing and advertising strategy. Your choice of advertising media, your pricing structure, your packaging decisions - all of these decisions depend on who your target

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customer is.

4. Understand your competition ▼ Before you begin spending money on advertising, web site design and physical presence, carefully research the competition. How do they reach their customers? Where do they advertise? Is it working for them? What is their pricing model? How successful are they? Ask. Read. Ask again.

5. Protect yourself ▼ Now you have a pretty good idea of what you will do, who your customers are, how you will take your idea to market. Take steps to protect your intellectual property. Write down your idea, keep dated notes in your business journal and stop talking about it, until you actually launch your business.

6. Craft your image ▼ You must be careful here. Your image introduces you to the world when you are not around. Your logo, your choice of colors, your choice of words - they all create the composite image of your business. And that image must appeal to your targets customers. Remember, your image will continue to build after you launch your business. Customer references, happy quotes, word of mouth, your blog are all facets of the complex nature of your business.

7. Set your PPPs ▼ You are almost ready. Now you need to figure out the three Ps of marketing: pricing, positioning and packaging. Each of them feeds into the other and they all are affected by your knowledge of your target customers and target market. Your pricing must reflect what your customers will pay, not what your product or service costs. If there is a big discrepancy, you must revisit your business model. Positioning is how you speak of your business, your image and your value and how you communicate them. Packaging and presentation are absolutely essential to your business image. Every product or service is packaged - in your advertising, on the web site or in a physical box.

8. Become available ▼ You know your value. You know your customer. Now you need to make sure they know about you! It is not as simple as it sounds. Develop an advertising strategy that is smart and effective. It includes every aspect of your physical presence (windows dressing and aesthetics), your online presence (web site) and your professional look (business cards, mailing address, telephone). If you are running a home-based or web-based business, carefully consider the choice of domain name and e-mail address, as well as which phone number and street address to use. The best way to stay professional and protect your privacy is a dedicated phone line for your business, as well as a mailbox address.

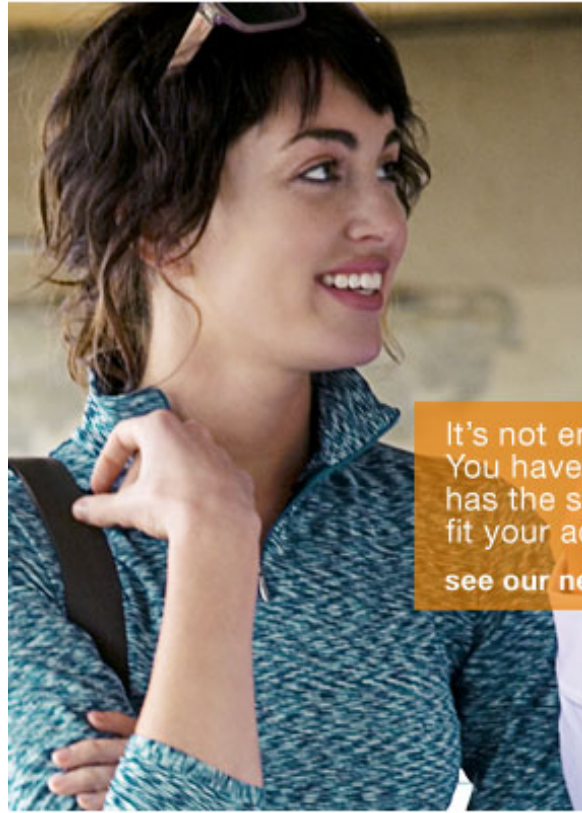
It is too early at this stage to invest in a fancy logo, pricey stationery or web site. Chances are your decisions will change within the first six months of business, so save your money.

9. Execute, execute, execute ▼ Now you just have to do it. It is a simple as that. No hesitation, no doubts, sheer perseverance and execution. Write up your plan, break it up in smaller chunks and begin work. There will be days with serious doubts, there will be days with huge successes. Do not get distracted. Keep going until you complete your first major milestone. This is the time to come up for air, look at your workload and accomplishments. If you are not breathless yet, you are not working hard enough.

10. Have no fear ▼ Fear of failure is the worst companion for your venture. Choose to look at it as a new and positive experience. It will be a learning experience, regardless of the final outcome. Launching the business is a huge success in of itself. You can do it.

Daniella Russo is the CEO of Mindzone, Inc. Since 1999 Mindzone has helped businesses reduce time to revenue, launch their brands and create successful marketing strategies. To find out how Mindzone can propel your business or idea into the marketplace, drop us a line at info@mindzone.com.

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Sport of Motherhood

Friday, February 24, 2006

Welcome to the Sport of Motherhood Blog!

Dear friends,

please join me in this online discussion on topics related to parenting, motherhood and raising a family. Feel free to visit my web site www.sportofmotherhood.com.

Gen

posted by Gen @ [10:42 AM](#)

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Sport of Motherhood

About Me



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