



with an ABC picture for her that I was happy with. That was the "light bulb" moment: when I realised that I'd like to do this for a living. I showed my first picture to a friend, and they loved it so much that they wanted me to do one for their little one. It went from there.

'Through Cherrymoon, I want to create original artwork. I couldn't find any artwork with Alana written on it, so I set about coming up with personalised and colourful pictures – children get such a thrill out of seeing their name on things.

'I already had the equipment, so the main thing was to create a website to display the designs I had – personalised alphabet pictures, place mats, photo pictures and birth announcements.

'Doing the website myself would have been much too time-consuming. Instead,

## 'What I do isn't easy, but it's enjoyable. There are lots of avenues to explore'

I got in touch with a woman whose online work I'd liked. We worked together to get the site up and running last April: now the focus is getting my artwork on the site and promoting it.

### Word of mouth

'I don't have a huge budget, so the aim is to get as much word-of-mouth promotion as possible. I went to the Baby Show this year to check it out, with a view to exhibiting next year. I'm not advertised anywhere so traffic is slow on my site, but as I get more products, more people will find me. I won Mum and Working's website of the month [visit [www.mumandworking.co.uk](http://www.mumandworking.co.uk)] and I'm building a shop front on Etsy – it's like eBay, but all the products are hand-made [see [www.etsy.com](http://www.etsy.com)]. All these things will get my products out there and bring people to the website.

'What I do isn't easy, but it's certainly enjoyable – it wouldn't be for people who want to make money quickly. In time I think I'll make a decent living from it: there are lots of avenues to explore. I'm interested in coming up with licensed characters, greetings cards, illustrating children's books, and doing weddings and christening stationary.

'For me, it's all about striking a balance between work, being a mum and being able to achieve something. I'm now six months pregnant with my second child, and working while pregnant has been fine so far.

'You read loads of stories about mums setting up businesses and you think, "She can do it, why can't I?" It's not about having nannies and help. I manage, and you can too.' ♥

Find out more at [www.cherrymoon.co.uk](http://www.cherrymoon.co.uk)

## EXPERT Q&A



Gillian Nissim, founder of WorkingMums, answers your questions

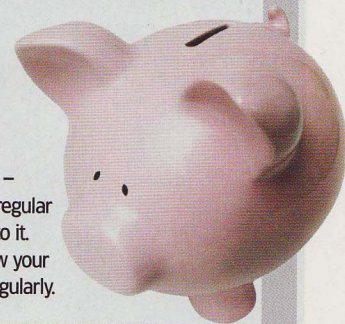
### How can I save money for my baby's arrival?

**Take an honest look at your incomings and outgoings** – look at your bank statements and receipts for the last few months and make a list of what comes in and what you spend.

**See where you can make savings** – that could include shopping around for better deals on insurance or changing utilities providers. Small changes and economies can make a very positive difference to your outgoings.

**Put together a realistic budget that allows you to meet your normal monthly commitments** – plus some money for living and going out – but that also allows you to put some money aside for baby's arrival.

**Open a high-interest savings account** – and put a regular amount into it. Also, review your finances regularly.



For further information, visit [www.WorkingMums.co.uk](http://www.WorkingMums.co.uk) and [www.HMRC.gov.uk](http://www.HMRC.gov.uk)

## KNOW2BACK

**WorkingMums.co.uk** surveyed over 1,100 mums and found that 57 per cent of mums who discussed the possibility of flexible working with their employer either got what they wanted or were able to reach a compromise.

However, 53 per cent said they earned less than before, even if they were to work full-time on their current rate of pay.

## SANDRA'S TOP TIPS FOR BUSINESS

- If your business is going to be an internet shop, get some professional advice or use a professional web designer to help you design your shop.
- Be passionate about what it is you want to do.
- Get the right people in at the right time.
- Ask for help – you don't have to do everything.
- Know your marketplace and do lots of research.
- Don't set your sights too high in the early days of the business.
- Be prepared for long hours – but it's extremely rewarding when you sell your first product.
- Don't be afraid to ask questions: don't think that you have to know everything.