



A MOM AT THE TOP

Moon Loh, Mompreneur Asia

The word *mompreneur* is probably foreign to the majority of you. But as a mother and an entrepreneur, I am all too familiar with this word. As the word suggests, mompreneur, which is really the combination of the words “mom” and “entrepreneur”, refers to mothers who have an established business, whilst also acting as the caretaker of their children. By this definition, I am a mompreneur as I am both a mother, as well as the owner of an internet network marketing home business.

Becoming a Mompreneur

My journey towards becoming a mompreneur with a successful home business was not really planned for. Like many others, I had been taught from a young age to study hard, obtain good results, enrol into a good university and get a well paid job. And that was exactly the path that I had pursued, without so much as a thought of becoming an entrepreneur.

That was until I came across some online work-at-home advertisements and surveys that claimed one could earn money simply by answering some questions over the internet. Convinced that I could earn money online, I wasted no time in signing up for these online surveys and quickly became acquainted with this means of earning money. But tried as I might, I realised that I was not earning much and was beginning to question what had went wrong.

A month later, in June 2008, a website that promoted internet marketing as a means to earn money online caught my attention. Drawn by the proposition, I embarked on the idea of internet marketing even though I had no knowledge about it!

I held the belief that if others could succeed, I could most certainly succeed too!

At that time, I knew next to nothing about affiliate programs and did not even know how to create a blog. Without a background in information technology or the likes, I did not know how to get started on internet marketing. However, that did not deter me from my foray into this field. I held the belief that if others could succeed, I could most certainly succeed too!

As a full-time working mom then, I simply wanted to earn some extra money in my spare time. But I soon realised that internet marketing was a serious business that if carried out professionally, would enable me to earn money while I was asleep or enjoying family time with my lovely hubby and daughter. In other words, I had discovered a business platform that would generate income 24 hours a day and spanned across all countries.

With this new insight, I thought hard about my future and contemplated a life in the next two or three decades where being out of job meant not receiving a single cent. Being a mom who naturally wanted to have more time with my daughter, and yet have my own income, I also asked myself if my current lifestyle enabled me to participate fully in her life.

With the belief that internet marketing was a viable business that would enable me to not only earn a comfortable income, but also dedicate more time to my daughter, I started to spend most of my free time in front of the computer learning how to create a blog, finding out how I could blog for profits and explored on affiliate programs. In addition, I also read e-books on subjects like making money online and internet marketing.

The initial phase was very discouraging as I was not earning any income. To make matters worse, self learning was also proving to be very tough and time consuming. But with the support of my family, I decided to press on.

Once I had made my resolute to move forward, I began to invest more time mastering internet marketing strategies, particularly in the areas of social media, search engine marketing (SEO) and pay per click (PPC). To do so, I attended courses on these topics. Through these courses, I learned that internet marketing is not a get rich quick scheme, but just an online marketing technique that helps to grow one's business over the internet. Through these courses, I gained a renewed perspective on internet marketing and began to develop a business mindset to jumpstart my business seriously. With my acquired knowledge on internet marketing, I started to create my own digital products and membership programs.

Bringing the Business to a New High

In the first two couple of years, my online business provided me with a good income. But I had desired to earn a passive income. So two years later, I joined Vemma, a network marketing business, as I saw the potential in it business model.

I was faced with a lot of challenges when I first joined Vemma. For starters, most people were unreceptive towards the industry. Working with a team in Vemma also required some getting used as I had been used to working on my own in my internet business. But that did not stop me from learning more about the industry, learning from the experiences of successful individuals and deepening my knowledge in network marketing.

At Vemma, I learned the importance of team work, good leadership and the constant need for self development. Today, I have successfully combined internet marketing and network marketing to make Vemma an online business that is just as viable working from home.

Leveraging on my acquired knowledge in online businesses, Mompreneur Asia, an internet business launched in late 2008 to encourage mothers to look into online businesses, is also bringing in an autopilot income.

Personally, I believe that “When there is a will, there is a way”.

If I Can Do it, You Can Do it Too

Today, a home internet business has become my business of choice. After all, my leading home-based internet business allows me to work whenever I want, wherever I want. Having benefited from such a business model, I encourage others to similarly pursue a home-based internet business, even if it is carried out on a part-time basis.

Through persistence and hard work, coupled with passion and a business mind, I have emerged as a successful mompreneur.

Personally, I believe that “When there is a will, there is a way”. I believe that mothers are able to enjoy financial freedom and have quality time with their family. Through persistence and hard work, coupled with passion and a business mind, I have emerged as a successful mompreneur. And if I can do it, you can do it too!



About Moon Loh

Moon Loh is the founder of Mompreneur Asia where she is currently a Mompreneur Coach in internet and network marketing. Her online businesses include Mompreneur Asia and Vemma Online Business.

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