

Tracey means business

**Tracey Wall, Kingsmead resident and mum to Megan, six, who attends Dav-
enham Primary School, is an accredited
professional personal coach and founder
of Empowering Mums and Empowering
Mumpreneurs. Nothing for men to be
frightened of it turns out – and something
for women to embrace.**

SO what do you do if you have an idea for a new business, but for some reason lack the courage or confidence to go ahead with it – if the enterprise is willing, but the spirit weak.

Well, one Northwich woman has the answer and imaginatively turned that into a business itself.

Tracey Wall's ventures were borne out of her own problems and the 'passion' to help others with theirs. She had a baby. A happy enough event, but not without its repercussions.

Tracey was a Barclays Bank high flyer brought down to earth by motherhood.

She said: "I was trying to be a supermum, balancing a big management job with the demands of being a parent and burned out. I was seriously ill, lost confidence and could not have recovered without my family and friends.

"I realised I had placed myself in an impossible position and what I needed was a change of career.

"I wanted to help others achieve what they want while meeting my own needs as a mum."

Thus Empowering Mums was born in 2008 followed by its sister Mumpreneurs a

year later.

"I understand how mums have to juggle a variety of roles every day," said Tracey.

"Having a baby is the most natural thing in the world, but being responsible for a family can bring many uncertainties, inadequacies, sleepless nights and feelings of isolation. Little is done to help mums prepare for the

challenges they suddenly and relentlessly face.

"Empowering Mums was established to provide more than just a coping mechanism. I want mums to achieve life-long aspirations in all aspects of their lives and become confident, successful, fulfilled and happy women.

"I realised there were many other mums who were silently suf-

fering similar problems.

"I felt an overwhelming affinity towards them. This in itself inspired me to establish Empowering Mums."

Empowering Mums helps women struggling to cope with the everyday challenges of motherhood, but who want to achieve a change in their life, or are just simply in search of a more fulfilling role.

Mumpreneurs provides guidance and support for mums to make the most of their home run businesses in conjunction with a family life.

Tracey's methods have helped launch or improve such business as holistic therapy, childminding, copywriting, hand made cards, cleaning and errands and personal coaching of various kinds.

She added: "A half-hour telephone conver-



s for mums with ideas

sion is usually all that's needed to establish what support I can give and for the new client to take her first steps towards what they want and how they can make things happen.

"For many women motherhood is a challenge big enough on its own, but they want more from life. So we are about boosting confidence and self-esteem, managing time effectively and overcoming the doubts and guilt that come with being a mum and working.

"For me nothing compares with seeing a client transform into a confident, happy, balanced person, enjoying life and achieving their aspirations."

Client Anna Burrow, of Frodsham endorsed the Mums. She said: "I was stuck in a rut. I felt anxious, stressed, depressed... a complete failure.

"But in four months after joining Empowering Mums my confidence is sky high. I have

found the job I've always wanted and my husband and children have got the real me back."

It's a glowing reference and by now some enterprising fellow ought to be thinking, "Why not dads, too?" It seems there might be a business opportunity there for some enterprising manly spirit.

**New mums, mums-to-be and empty nesters can find out more by ringing Tracey on 01606 334015, emailing enquiries@empoweringmums.co.uk or by visiting www.empoweringmums.co.uk. Empowering Mums hold a Women's Well-being Day at Nunsmere Hall on Saturday June 26. See website for further details.*

ALSO showing enterprise is Northwich bookmaker Pp Racing, who have opened a garden at the rear of their Witton Street shop and offer punters ice cold water as refreshment while they relax in the summer sun and pick their winners.

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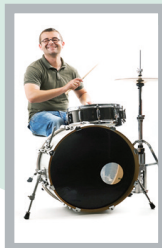
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