



FACTS AT A GLANCE

BUSINESS NAME	WorkingMomLifeline.com
CORPORATE OVERVIEW	WorkingMomLifeline.com is privately-owned by Allison Nazarian and Debbe Taylor, two working moms and entrepreneurs based in Florida, USA.
HISTORY	WorkingMomLifeline.com was launched by working moms and business partners Nazarian and Taylor in September 2008 after being conceived of in 2007.
PRODUCT / SERVICE OVERVIEW	Providing working mothers with an all-encompassing, addictive, lively online environment with advice, information, networking and real fun.
# OF EMPLOYEES	One (1) in addition to the partners
MANAGEMENT CONTACT	Allison Nazarian Debbe Taylor Co-founders
WEB SITE	www.WorkingMomLifeline.com
MEDIA CONTACT	Allison Nazarian 561.271.1674 Debbe Taylor 561.445.2005 Info@WorkingMomLifeline.com



About WorkingMomLifeline.com:

We save the sanity of working moms, and we do it daily.

WorkingMomLifeline.com is not like the other sites out there. We are an addictive, sometimes raw, often funny and occasionally ridiculously tear-inducing place for discussion, information and interaction. **We intend to be the #1 daily destination for working moms on the Internet.**

WorkingMomLifeline.com is like a “go-to” girlfriend – the one that is always fun to hang out with, the one who tells you the truth, who doesn’t waste time sugar-coating her life or yours. She’s funny as hell and can read you like a book.

We’re for moms of all ages, colors, sizes and varieties. We’re for moms who work full-time or part-time, in an office, from home, on the line or in the field. We’re for single and married working moms, of all races, cultures, financial levels and preferences. We’re for moms who choose to work and for moms who have no choice but to work.

Our pre-requisites are simple. You must be a working mom, have a computer with an Internet connection and -- this one is very important – have a sense of humor.

Our goal... We like to say that if we’re able to make our working moms laugh so hard that their drinks shoot out of their noses, we’re getting it right!

The WorkingMomLifeline.com website is divided into the following sections:

Get Your Genius: Learn from the best and brightest in everything from health to financial planning to “going green” to sex and relationships.

Grown-Up Stuff: Worthwhile, useful and interesting products, services, businesses, charities, information sources and organizations.

Sanity Savers: Yes. Laughter is the best medicine, so be sure to make this section your first stop on those super-insane days. Quickly access quick tips, time savers, a bit of perspective...

Pee-In-Your-Pants-Funny: Enjoy (and add your own) video, audio, jokes, comics and quotes.

Vent It Here: Let off steam, share real solutions and kick those endorphins in gear with the rest of the WML community. Join the fun as a part of ‘Roundtable,’ our weekly webcam discussion group or let your fingers and keyboard do the talking and join our ‘R Rated Chat Room’. (Trust us, our lives, significant others and kids can be just as annoying as yours.)



What working moms will (and won't) find on WorkingMomLifeline.com

They will find:

- **The real story:** Much like what you would say in conversation with your best girlfriends or your sister.
- **The ugly truth?** Sometimes it's not so pretty, but we try to always make it funny and honest.
- **Let it out:** Good, old-fashioned, no-holds-barred venting.
- **We get it:** Respect and tolerance for all of our differences, as well as unity in our similarities.
- **No fear:** We're not afraid to be ourselves or to admit things aren't always so perfect.

They won't find:

- **Nonsense:** A focus on recipes or arts and crafts projects
- **Dissing:** Disrespect for one another, for stay-at-home moms or for anyone else, for that matter
- **More nonsense:** Phrases and ideas that sound good but mean little to you as a working mom (in other words, no B.S.)
- **'La-La Land' platitudes:** Endless awards and accolades for corporations that treat working moms well – we know very few moms who actually work for these companies

Working Mom Lifeline

Saving Your Sanity. Daily.

Who is behind WorkingMomLifeline.com?



Allison Nazarian

Allison is an internationally-known copywriter and marketing consultant through her company Get It In Writing.

Originally from the Washington, DC area, Allison is a graduate of the University of Pennsylvania and Columbia University's Graduate School of Journalism.

Allison has been featured in the **Wall Street Journal**, **INC Magazine** and **The Christian Science Monitor**, to name a few. Through Get It In Writing, Allison is also the author of a number of books, including **Do-It-Yourself Copywriting Guaranteed To Ignite Sales & Explode Your Business: Proven Techniques Most Master Copywriters Don't Want You to Know**.

Allison, who gave birth to both of her 8.5+ pound children on Sundays after working through the very last Friday, has been, well...obsessed, with the issues, feelings, challenges and amazing qualities and accomplishments of working moms since her first child was born.

Allison lives in Boca Raton, Florida, with her husband, son and daughter.



Debbe Taylor

Growing up in a Boston suburb, Debbe planned to become a wildly creative and successful architect who designed modern homes in the spirit of Frank Lloyd Wright. But after graduating from the prestigious Rhode Island School of Design (RISD), she realized that photography was her true calling.

Since then, Debbe has successfully balanced right brain creativity with left brain entrepreneurship. She started (and later sold) a commercial photography business with an impressive list of clients. Her work has also been published in the coffee table book **American Image: Photographing 150 Years in the Life of a Nation**.

Debbe later launched (and also sold) Dream Images Inc., a live video company. Debbe then decided to transition from two-dimensional visual arts to three-dimensional bricks and mortar. Until 2007, she was VP of Development for a Ft. Lauderdale-based commercial real estate development company.

Debbe lives in Boca Raton, Florida, with her husband, two children and Goldendoodle.



WorkingMomLifeline.com Q&A

What exactly is WorkingMomLifeline.com? WorkingMomLifeline.com is a one-of-a-kind online community based on humor, irreverence and reality. We like to say it's addictive – once a working mom stops by, she's hooked and wants to be part of the community for life!

How is WorkingMomLifeline.com different from all of the other sites for working mothers out there? No doubt there are many sites and services for working moms, and most are great. We love 'em! WML.com is different because it is all about humor and being totally raw and real not in a complaining or negative way but in an incredibly funny, laugh-your-head-off-when-you-need-to, kind of way. We are committed to giving our working mom visitors dynamic (and quick – we know what your schedule is like!) content every time they visit.

Who is behind WorkingMomLifeline.com? WML.com is the brainchild of business partners and friends Allison Nazarian and Debbe Taylor.

I'm not a CEO or any kind of executive. Is this site for me? One of our guiding principles is that WML.com must be and remain for all kinds of working moms – those who have to work, those who live to work and those who, yes, hate to work. Some are single, others are married and/or have permanent partners. All races, income levels, religions and geo locations are represented here. We're not just for executive/corporate moms and we're not just for white collar (or blue collar) moms.

We're about reality and humor which are (or should be!) for everyone.

I love what you have here, but a lot of it is one-time-only, like the jokes. How often will you be updating and revising the material? The answer depends on the section. Some will be updated daily, others weekly. So check back every few days for sure!

I have certain needs in my business and would love to publicize them to the WorkingMomLifeline.com community. Can I do that somewhere on this site? Yes, take a look at our That's Your Business? section. In the future and as we grow, we will be charging a fee for inclusion in this section. For now, it's free of charge and subject only to our approval.

Are you compensated in any way for the items you mention in your "Love It" or other sections? Nope, this and other sections are based entirely on our personal opinion and whim (and those of our spouses, kids and friends).



**A sampling of WorkingMomLifeline.com content:
Top Ten Tips to Save Your Sanity Daily**

1. Don't let old friendships go by the wayside just because of perceived different realities. Look to find the common ground. If you laughed a lot together in the past, you can bet that connection is still there. REACH OUT for friendship!
2. We can overcome most obstacles by either confronting the issue or smothering it with chocolate frosting (or both).
3. Treat yourself well. Depend on yourself to do what excites you; don't wait for others to do it for you. Make a daily decision to live life fully, and reap the rewards of how interesting life can be!
4. Lower your level of self-expectation. Success can mean many things; landing that big account, or getting the wash into the dryer before mildew sets in. Cut yourself some slack.
5. In a pinch, carrot cake can count as a vegetable. Humor and sugar are wonderful things. Seriously!
6. You can always change your self-image. Practice resilience and you'll find your better equipped to deal with...everything.
7. Turns out there is no prize for being an overly anal superwoman. An errant dust bunny or two won't (and shouldn't!) create havoc in your world.
8. Lips never wear out; hug and kiss the people that are important to you. Feel your stress headache disappear when you do (even if those were the people who caused your headache in the first place!).
9. Shake things up – push past your comfort zone and challenge yourself. The energy rush of trying something new is exhilarating!
10. Give yourself a personal Goof-Off Day a few times each year; eat ice cream for breakfast (hey, it's dairy), fly a kite, stay in your pj's, paint each toenail a different color. Allow time for anything or nothing at all!



A sampling of WorkingMomLifeline.com content: Red Hot Tips on How to Get Promoted

Being a working mom means dealing with things that are sometimes beyond your control. Your career trajectory should not be one of them.

Regardless of your level or industry, you need to know that you have a job beyond the one you get a paycheck for. It's the job of guiding your career.

Yes, you need to be extremely competent in your position, but you also need to develop the people skills that will get you where you want to go. This critical core skill can make all the difference in how you're perceived by those who are in a position to support your move to the next level.

Five tips on how to use people skills to get promoted:

1. Be a partner

Determine who your internal customers are within the organization. Be a resource for those departments who you work with cross-functionally. This means following up on results and offering well thought out solutions.

2. Ask for feedback

Find out what's working and what's not so you can make adjustments with resources, relationships, or whatever needs tweaking.

3. Share recognition

Recognize those who are a resource to you. This will build trust, relationships and teamwork.

4. Learn how to coach

If you happen to be in a leadership position, you should learn to coach your people. If you are able to engage your team in what's in it for them, they will feel empowered and their performance will be more likely to increase. This makes you look like an ideal candidate for the next level, especially when leading people is required.

5. Learn how to be coached

If you don't take action when you're given quality feedback, you may likely stay in the same place. When you receive feedback, ask questions to clarify if you're unsure of how to proceed. Apply suggestions and feedback so you can practice sharpening the skills and abilities that will feed your specific career goals.

The career brand described in the tips above has a strong focus on leadership ability. Those who can move collective effort and are easy to work with will get the promotion.

Decide what your brand is and leverage it to your full advantage!