

#1 INTERNATIONAL BEST SELLER

**INSPIRING STORIES AND STRATEGIES
FOR WOMEN IN BUSINESS**

SHE

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IT!



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About the Author: Jenny Godfrey



Over twenty years ago, Jenny Godfrey realised the world of marketing was on the cusp of significant digital media growth. This was the perfect opportunity for her to start her own digital marketing business – even though she was a young mum in a new city.

In 2024, Jenny's company, Concept Designs & Marketing, has grown to include a team of marketing consultants, experts, designers, website developers, Google and Meta ads specialists, SEO experts and content writers. All members continue to remain on the cutting edge of the latest marketing strategies.

Looking back, Jenny feels validated by her 2001 decision to remain in the industry and keep her finger on the pulse. It has meant she can offer her clients over two decades of up-to-date experience across a variety of industries when it comes to determining marketing strategies that are best suited for individual businesses and industries.

As a marketing strategist, Jenny's highest priority is to listen to the needs and goals of your business and brand, then work with you to determine the target market and the best strategies to reach them.

When it comes to website design and development, lead generation through Google or Meta ads, website conversions, or LinkedIn optimisation, Jenny and her team ensure your website and your business are found quickly by your target market.

If you're feeling the fast-paced change in the marketing industry, you're not alone. In fact, with the introduction of AI into the marketing scene, Jenny predicts these constant changes are only going to continue.

Jenny is committed to remaining at the forefront of marketing and design innovation. Her focus lies in creating marketing strategies that align with the business goals of her clients, and ensuring they receive the best return on investment for their marketing dollars.

Chapter 3: Raising a (family) Business

By Jenny Godfrey

When our twin boys were eighteen months old, I started my business totally unaware I would soon be expecting our third child. Now, as I write this chapter, one of my adult children is planning their wedding.

I'm writing this for all the mums who wonder how they can raise a family and a business at the same time.

Impossible, right?

No.

I'm here to say it can be done but it's not a journey for the faint-hearted. It's hard but it's also fun.

I've often wondered what I would say to my younger self. What lessons have I learned, and applied, that would be worth sharing?

Then I thought, 'Why not write about it?'

The Meeting: Younger Me Meets Older Me

The Young Entrepreneur

Like most days, I'd woken early and tired. I slurped down some tea and ate a slice of toast, scribbling notes and filling my to-do list. After a walk around the block with our Border Collie, Cody, I was ready for my first meeting of the day.

My little side business had been slowly gaining momentum. I had energy and focus. There were always books to read, and courses to take, but I needed more. I needed guidance. Magically, at just the right time, I'd received a mysterious invitation to meet with a seasoned professional.

I walked through the cafe doors and scanned the room.

The Seasoned Professional

I woke early to my familiar alarm, 'I've got you babe'. Enough time to squeeze in some exercise and a little meditation, while thinking about the day ahead.

I often visited Spencer's Cafe when I was much younger, purchasing babychinos and pulling out pencils and paper to keep my children amused while I worked. And here I was again; ready to meet with a long-time friend.

I'd had time to think about the experiences and memories I wanted to share and relive.

Then suddenly, here she was; right on time – evidence of her trademark tenacity and discipline. Her hair was cut just above her shoulders, the 'mum' cut so in vogue at the time. Professional and efficient. Despite the hint of puffiness around her eyes, her face was full of optimism and energy.

The Young Entrepreneur

The moment I saw her, there was a deep sense of familiarity; however, I was confused. Was this even possible?

I sighed. The years were starting to show, but she seemed more self-assured with the usual trappings of success – jewellery, fine clothes, brand accessories. She wore bold colours with confidence and addressed the staff by their names.

Tentatively, I approached the older me. How should I introduce myself? Did I even need to?

Smiling, she motioned me to sit. An open notebook revealed the start of a new list: *Things I've learned today*. Humility – a realisation she hadn't yet arrived – coupled with experience, understanding and knowledge.

Do we ever really 'arrive'?

I edged forward, ready to listen to her stories and be reminded that what lay ahead would be both hard and fun. More than anything, I was ready to learn how she grew her business without compromising her first priority – family.

Here's what she told me.

- **Work-life balance within flexible working hours**

Stepping back into a career after starting a family is hard, but around 40% of women do this. You're not alone.

Things transition quickly. Once, it was the advent of websites and the internet; now, it's tech advances and social media. It never slows down. Keep your finger on the pulse. Keep up with the trends and changes so your clients don't have to.

As your business expands, juggling work, family and personal time becomes harder. You have to find balance. Paying attention to indicators of overwhelm and understanding why you're feeling this way are essential.

Pew Research Centre¹ suggests 74% of working mothers feel guilty about not being present enough for their children. For me, it was work commitments impacting family time, but I was determined to overcome this.

I remember the February 2011 swimming carnival. Our children were in Years 5 and 3 and had been at their new school for less than three weeks. I didn't want to miss their first carnival with their new friends, so with camping chair and computer, I made the pool my office for the day.

It worked. I volunteered for set-up and familiarised myself with the schedule so I was poolside to cheer my children on as they raced. I bought them snow cones and saw them receive their participation ribbons. And, I got work done.