

# How to run a successful business and a family

(and keep your sanity)



**pinkpig**  
FINANCIALS

*Five real tips from working parents who've walked the miles in your shoes*

# Parents in business, we salute you.

Pink Pig Financials was founded by Cheryl (a Mum to a tribe of five) and we're proud to have a team of entrepreneurial-minded parents along for the ride.

Running a business and a family at the same time is challenging.

We know how easy it is to get trapped in a cycle of guilt. Guilty when you're not at work 'hustling', guilty when you don't feel you're being truly present with your loved ones.

Sometimes you're so busy being busy you lose track of why you went out on your own in the first place.

## WE'RE HERE TO HELP YOU HAVE YOUR CAKE AND EAT IT TOO.

We believe your business should facilitate your dream, not get in the way of it - and we have lots of resources to help you run your business that way.

**But first**, we've asked our team of entrepreneurial parents for their best advice when it comes to doing both.

We hope this helps you feel a little better about how far you've already come, and gives you the encouragement you need to keep going.



# Our Top 5 Tips for parents in business

*By parents for parents*

“My top tip as a Mum would be don’t put too much pressure on yourself to get it right all of the time. **Don’t sweat the small stuff** is a good saying that I have seen used often.”

CAROLINE HANCOCK ACCA

ACCOUNTANT

“Three little words with big rewards. **Organise. Prioritise. Automate.** Always look at ways you can improve in these areas, so eventually your business can run without you. Don’t get trapped by the day to day stuff.”

ELLIE ANTKIEWICZ

CLIENT ACCOUNT MANAGER

“**Don’t be afraid to ask for help**, it is not a weakness. Whether it is family or business support you need, always ask if it’ll give you breathing space to focus.”

VIKKI COE ACCA

ACCOUNTANT

“**Make time to just be you** - not a business owner or a parent. Putting aside some ‘Me Time’ is really important when you’re being pulled in all directions. Relax and re-energise. If you’re not sure how to make time, start by practising the tips the rest of the PPF team have shared!”

JAMES SHARP

CHIEF PEOPLE OFFICER

“**Outsource anything you can!** - accounts, marketing, even cleaning. Don’t waste your precious time on things that can be done quicker (and better) by others. Instead, use your time for client work, making goods, sales - basically the things that make you money!”

CHERYL SHARP ACCA

FOUNDER

## AND ONE BONUS TIP FOR LUCK...

Revisit the idea of networking in a way that works for you

It's still true that word of mouth is great for getting good business referrals, but traditionally networking events are run at breakfast time, which doesn't fit in with the school run!

In the last few years we've seen some great networks set up during school hours at more manageable times. [Innovate Business Hub](#), [WIBN](#) (Women in Business Network) and [Pop Connect](#) are a few we've been to in the past, but you may find more great options local to you. You could also try video networking online - [4N](#) is great for this.

Being a business owner can feel lonely. Chatting with other like minded people can really help you navigate this journey in a happy healthy way.

*You've got this!*

If this tip was helpful, you can find more specific advice on how to run your business [over on our blog](#).

And don't forget, we're parents in business too. So if you've got a tip you'd love to share with others - we'd love to hear it! Share it on social and tag us.



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