

## MomGYB underscores importance of community

Posted by Beth Reeber Valone (*The Detroit News*) on Thu, Nov 12, 2009 at 5:10 AM

One of the things I love about the community of moms is that its members tend to be very supportive of one another. Have a bad day? Another mom will listen and boost your spirits. Need a solution to a problem? Another mom will not only give advice, but she'll jump right in and help you fix it. Need a contact? Just ask a mom, she'll hook you up.

So when I stumbled across three local mompreneurs [on Twitter](#) who eventually banded together to help other women like them be successful in business, I wasn't surprised but delighted.



The three amazing, inspiring women who make up [MomGYB](#), which stands for Mom: Grow Your Business, have a passion for business and family. Each was balancing both on their own, but when they got to know each other better they found they could work even smarter if they worked together sometimes, too. So MomGYB was born.

[Mary Hickman Kruszewski](#) has her own marketing consulting company and holds down the fort for her husband and two girls; [Lara Galloway](#) is a life coach and mom to three young ones and [Melissa Lierman](#) has done a little bit of everything while raising three kids, now running an online store for products made by stay-at-home moms as well as a business consulting firm. They pulled together their collective experience and expertise to help other moms save time, energy and effort.

All three have gotten pretty savvy at utilizing online tools and resources to best achieve their goals, so they decided to put together a series of workshops to help other women (and men) put them to use. I attended their first workshop about using Twitter to grow your business to get a sense of what these ladies had to offer. Boy, was I impressed! Not only do they know what they are talking about, they work together really well - no catty, competitive stuff here. They are very professional, but warm and open at the same time. Those are the kinds of business relationships I prefer.

The workshop was hands on with a follow-up Webinar a week later (in the evening, after most little ones were in bed) so participants had a chance to use the tools they learned and then ask more questions, share successes and failures and/or turn it up a notch. I know I learned a lot and others did, too. "I am so glad I took this class," said Sue Massucci of Murals by Massucci. "I learned far more than I ever expected. The MomGYB team is a professional, cohesive unit that has a wealth of knowledge."

MomGYB's [next workshop](#) is a Nov. 19 webinar on the power of e-newsletters. After that, they'll have in-person workshops and webinars on topics such as podcasting, blogging for business and Search Engine Optimization. For more info, checkout [www.momgyb.com](http://www.momgyb.com).

As part of their business, the MomGYB partners also offer free consultations and great information through their Web site, e-newsletters and tweets. They are all about sharing, cooperating and getting it done.

These are the types of moms - in business and in life - I want in my circle. How do you get and offer support in yours?