MOM ON A MISSION

35 hobby ideas with an income starting from $15.
How to find yourself, keep your individuality
and earn money while enjoying the little things.

Budget
up to $100

Naomi Sherman

MOM ON A MISSION 35 hobby ideas with an income starting from 0

«Автор»
2026

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MOM ON A MISSION 35 hobby ideas with an income starting from 0 / N. Sherman — «Автор», 2026

Feels like your favorite life is on pause? Gym, courses, exhibitions, career — collecting dust in the corner?This is not another "start a business" book. It's a lifeline for moms on maternity leave who want to stay themselves, earn small but stable money for nice things, and not burn out.Inside: 35 trendy, low-investment hobbies that became income for other moms — from plaster decor and strawberries in chocolate to balloon styling, design, and remote work as accountant/psychologist.For each idea: what you need, minimal budget (that won't hit the family wallet), how to do it in 15-60 min a day, where to find your first 3 clients, how to scale, and how your first profit pays back your investment and buys materials for growth.

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MOM IN BUSINESS

Naomi Sherman

35 ready-made solutions starting at just 15 minutes a day. No big investments. From idea to first dollars for little treats.

Introduction: When Life Feels Like It's On Pause

Do you remember what life was like before maternity leave? Gym on Tuesdays, classes on Thursdays, exhibitions, meetings, work, plans. And suddenly all of that feels like it got pushed into a far corner, dusted off only occasionally. Every day looks the same: oatmeal, a laundry basket that's flipped over again, two kids bouncing off the ceiling, a baby tucked under your arm, phone wedged on your shoulder. You start to think: staying at home, there's no way to regularly do what you love. And you start to lose your sense of self.

This book is not about 'having it all.' It's 35 ready-made solutions that you can make happen with as little as 15 minutes a day, with a budget up to $110 (10,000#). We start small and see if it actually works. Making a mistake does not equal failure. A mistake = useful experience.

Chapter 1. The Mom in Business Formula

IDEA + TIME + BUDGET + ACTION + FIRST CLIENTS + REVIEWS + FEEDBACK + STAYING IN TOUCH = GROWTH.

Idea - what lights you up.

Time - honestly, how much you can give: 15 min, 1 hour during nap time, 2 hours in the evening.

Budget - up to $33-$110 (3,000-10,000#), an amount that won't hurt the family budget.

Action - make 1 piece, show 1 person, sell 1 item.

Chapter 2. Honest Audit

Time: 15 min - works for digital (card designs, posts). 1 hour - for plaster, candles, soap. 2 hours - for cakes, balloons, sewing.

Skills: What did you do before maternity leave? Accountant, lawyer, designer, teacher, administrator - you can do all of that remotely for 2 hours a day. It's the fastest path.

Budget: How much can you allocate without stress? Start with $33-$55 (3,000-5,000#).

Chapter 3. Market Research = Demand + Supply + Seasonality

1. Demand: Type your idea into Avito, Wildberries, Instagram, mom chats. How many listings? What prices? Is there a waitlist?

2. Supply: How are you different? A set of plaster vases with a handwritten note? Strawberries with a name on them?

3. Seasonality: Balloons - holidays all year round, strawberries - Feb 14, March 8, New Year. Plaster - housewarming, interior decor year-round.

Chapter 4. How to Promote With No Budget

Word of mouth: Text for chats: 'Girls, I started making [product] for fun while the baby naps. I made 3 pieces at cost ($5.50 - 500#) for a review and a photo. Who wants one?'. Works 100%.

Social media posts: 3 content pillars - Useful (how to care for it), Process (satisfying video of pouring plaster / spreading chocolate), Personal (how you do it with a baby in arms).

Chapter 5. 35 READY-MADE SOLUTIONS - From 15 Minutes a Day

Each card includes: photo (what you need + finished result) + who it's for + what to buy + budget + cost/price + profit calculation + 3 steps + where to get your first 3 clients + how to scale and what to buy for expansion.

1. DECORATIVE PLASTER PIECES (vases, trays, candle holders)

Who it's for &time: You love minimalism, aesthetics, cozy home vibes. Time: 1 hour a day (15 min mixing + 30 min setting + 15 min sanding).

What you'll need: Silicone molds 2-3 pcs (molds for vase, tray, candle holder) - $20 (1,800#) on WB, G-16 plaster 5 kg - $6.70 (600#), sandpaper 400/800 - $1.70 (150#), matte acrylic lacquer - $3.90 (350#), kitchen scale, container, hand mixer.

Startup budget: $39-$50 (3,500-4,500#) to start.

Cost &price: Cost for 1 vase $0.90-$1.30 (80-120#), sell for $6.70-$10 (600-900#). Margin $5.50-$8.70 (500-780#). Payback: 5-6 vases. Profit: 10 vases a month = $55-$78 (5,000-7,000#) net. Revenue: $67-$100 (6,000-9,000#).

How to make it - 3 steps: 1) Measure 100g plaster + 70ml water, mix quickly with no lumps. 2) Pour into mold, tap to release air, wait 30 min. 3) Remove, sand the bottom, coat with lacquer, photograph on the windowsill with dried flowers.

Where to get your first 3 clients: House / housewarming chat, Avito 'handmade decor', a friend with a housewarming - gift it for a photo and review.

How to scale &what's next: Sets (vase+tray), colored plaster (pigment), collabs with florists, candle brands need trays. Expansion purchase: 2 more molds for $13 (1,200#), pigments $4.40 (400#), kraft packaging.

2.

Конец ознакомительного фрагмента.

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