

READ WHAT MAGAZINE EDITORS,
CEOs, AND OTHER BESTSELLING AUTHORS
HAVE TO SAY ABOUT

THE HOME OFFICE PARENT



"Kids may not come with an instruction manual, but now home office parenting does! Successful entrepreneur, Jennifer Kalita, hits one out of the park with this humorous, thoughtful, and soulful manual for anyone who wants practical, immediate strategies for how to realistically integrate a business into your home and your life as a parent.

Funny and insightful, *The Home Office Parent* is more than just a playbook for the joyful co-mingling of laptops and lollipops; it is a powerful business tool that shares the secrets to success for entrepreneurs who refuse to trade in their lives for their work.

If you have a home office or kids or both, this book is a must-read! Finally, someone tells us how to sustain happy kids and happy clients...the REAL bottom line."

Suzi Pomerantz, CEO, Executive Coach, & Author
Seal the Deal: The Essential Mindsets for Growing Your Professional Services Business
www.sealthedealbook.com

"*The Home Office Parent* is at once both a very practical must-read for those considering becoming home office parents, and a good wake-up call for those of us who have been doing it so long that we sometimes slip into imbalance between the home office and the parenting. Jennifer Kalita doesn't delve into the rudimentary "how-to furnish the office" issues, but rather guides the reader through ways to assess his or her own strengths and weaknesses to set up the business—not just the space in which it exists.

This is not a feel-good pep-talk advocating that everyone abandon the commute to become a home office parent. It looks at the lifestyle from every part of the equation and provides valuable information to help you make the decision and stay on a (mostly) sane course when you have. Jennifer prepares the reader for the realities so they can make the decision with open eyes to, or not to, take on this lifestyle change."

Cynthia L. McVey, APR, CEO
Cindy Lee Associates
www.cindyleepr.com

"Most books written by home office parents aren't FOR home office parents. Sure, you catch a glimpse of their struggles as they wipe away peanut butter from their keyboard while typing the next line. You get a vague sense of their concurrent chaos, but you never get the full-blown picture or a recipe for how they overcome their condition to move beyond survival to sustainable success. Lucky for us, Jennifer Kalita does.

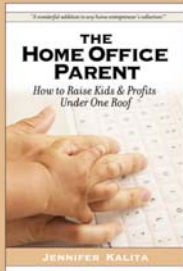
This brilliant writer provides home office parents with a practical guide to home office parenthood. Her tone is real, her advice true. I found myself acknowledged within the first pages of her book. Being a home-based businesswoman with small children, I was on the writer's side from the moment I cracked the cover. Her witty, smart writing reeled me in and I was hers the moment she claimed home office parenting is a synergistic lifestyle assembled with tears, temporary insanity, mind-numbing tedium and a full-blown case of mutual respect, which is the basis of the entire operation.

For anyone who wants to shout out 'Just because I'm home doesn't mean I'm available,' they will find themselves in this book. Even better, they will find a way to improve their best practices to return to the joy borne of their decision to work from home in the first place. I highly recommend this book to anyone who's ever thought working from home would be a cakewalk."

Christine Louise Hohlbaum, Author
Diary Of A Mother and SAHM I Am: Tales of a Stay-at-Home Mom in Europe
www.diaryofamother.com

"*The Home Office Parent* is full of sound, practical advice. Each challenge of this lifestyle is examined and then invaluable strategies are presented to manage those challenges. This book should be read by every home office parent...and her/his spouse!"

Nancy Daniel, Founder & President
Moms, Inc.
www.momsinc.org



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"This book should be required reading for every parent who is thinking about starting a business, and every entrepreneur who is thinking about starting a family. I wish I'd had it when I started my company! This fun-to-read book decodes the mystery of trying to do two important things very well. I especially love the chapter-ending "Key Concepts" that are easy to reference long after you've read the book. And believe me, you'll want to go back to this book periodically for a sanity check!"

Katherine R. Hutt, President, Nautilus Communications, Inc.
Author, *A Simply Wonderful Childhood*
www.simplywonderful.com

"*The Home Office Parent* is written with warmth, love and tremendous knowledge. Jennifer Kalita exudes confidence for entrepreneurs who want to parent and maintain a professional life with grace. Even if you have to read it in the bathroom, you must do so if you want to be proficient in both arenas of your life."

Dotsie Bregel, Founder
National Association of Baby Boomer Women
www.nabbw.com

"This book hits a home run, which is good news for all the moms and dads out there who are balancing family and home-based work. Jennifer Kalita, with a voice of experience, takes a laser-sharp focus on the critical issues of achieving success from a home office. Without being an effective parent, even achieving great success in business will lose its meaning.

Quick, get your copy and read it now! Your spouse, your co-workers—and most importantly—your kids will thank you. And you'll be both glad and prosperous."

Debra A. Dinnocenzo, President, Virtual Works!
Author, *101 Tips for Telecommuters and Working Too Much Can Make You Grumpy*
www.virtualworkswell.com

"This book is a must for *anyone* contemplating starting their own home based business...taking you step by step to achieve your goal of leading a balanced life while still achieving excellence at home and at work.

Starting a home based business can seem overwhelming on top of your current responsibilities, but *The Home Office Parent* provides a framework and tools to help you:

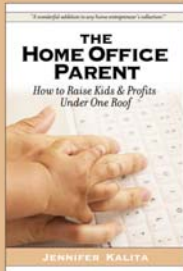
- Create a plan that assesses and draws in the necessary support;
- Manage the expectations associated with each of your many hats;
- Set up sanity checks for you and your support structure; and
- Implement flexible boundaries that will enable you to excel in all of your roles without requiring super human strength or marathon days.

A quick read, this book frankly discusses the realities of working from home and has the tools to help you overcome the obstacles and ensure long-term success."

Colleen Contreras, PMP & Author
Build the Life You Want AND Still Have Time to Enjoy It!
www.momentum2execution.com

"Jennifer Kalita's wonderful book fills a niche for the stay-at-home parent who also works from home. Written in a straightforward manner with a touch of humor and using examples any parent will appreciate, *The Home Office Parent* offers sound advice and practical strategies for those brave enough to tackle balancing a home-based business with staying home full-time."

Karen Steede Terry, Author
Full-Time Woman, Part-Time Career
www.fulltimewoman.com



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"*The Home Office Parent* is full of insight on what it's *really* like and what it *truly* takes to balance the demands of work and family. Take this book's advice seriously. I'm going to be setting up some better boundaries and spend less time waving my hands in the air and acting frustrated as a result.

Life's too short, and Jennifer Kalita hits the nail on the head with her real world experience. We can all benefit from this book's ability to help us become better "entrepren-OREOs" too. My kids don't know it, but they should be grateful for this book!"

Beth Sanders, Founder & CEO
LifeBio
www.lifebio.com

"Jennifer Kalita forces you to truly look at the issues and the support that you need, and recognize that although you can be a parent and run a business, certain things need to give in order for you to do either of these jobs well.

The Home Office Parent forces you to look inside yourself and come up with your views on extremely thought provoking topics such as your definition of success, your goals and timing on achieving them, and how you can establish boundaries and achieve success while you work at home. Jennifer is brutally honest in her truths about how others will perceive you as a stay-at-home parent with a hobby or "side business" as opposed to a business person who has some extremely busy days.

Jennifer speaks from experience, and although the truth isn't always pretty, she is able to lay everything out in a detailed and easy to read format with questions, summaries and "survival strategies" at the end of each chapter. *The Home Office Parent* is a quick read (because who has time to really sit and read a book?) and a must read for all parents who currently are or contemplating becoming home office parents."

Amy Platt, Owner & Founder
LIParentSource
www.liparentsource.com

"I was thrilled to read a book that validates the home office parent. As powerful contributors to the business community, this segment is increasingly becoming a force to be reckoned with. Yet, with that success comes many questions and concerns about blending, balancing, and honoring our commitment as parents, spouses and friends. In this book, Jennifer Kalita manages to empower us with sound professional advice without sacrificing the parenthood part of the equation as so many other how-to books tend to do. Thank you for providing "real-deal" solutions for both the new and seasoned home office parent."

Beth Smith, Senior Editor
Hybrid Mom Magazine
www.hybridmom.com

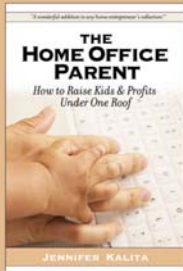
"As a member of Jennifer Kalita's target audience, I found that this book spoke honestly, succinctly and directly. It is extremely well organized and with humor peppered throughout, very easy and enjoyable to read.

This is a terrific book for someone thinking about starting a home based business, before or after children are in the picture, and is just as beneficial to someone already in the throes of a home based business/parenting situation.

I found the "Successful Life Weekly Action Plans" to be particularly helpful. "Key Concepts" at the end of each chapter summarize and help the reader retain, or at least reference later, the information. The author also understands and takes into account that not one way works for everyone and the "Success Exercises" at the end of each chapter truly help each reader individually, hence the personalized nature of the book. This fact sets this book apart from others like it.

This is a book that I will keep, recommend to others and reference in the future."

Vanessa Richardson, Illustrator
VR Illustration
www.vrillustration.com



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“*The Home Office Parent* takes a realistic look at the challenges facing work-at-home parents of young children. One of the most compelling points in the book is the understanding that young children need their parents' emotional presence, not just their physical presence, and Jennifer Kalita offers advice on how to achieve this. Children are about relationships, and they don't easily understand business or the work stresses their parents may face. Jennifer shows empathy for both home office parents and their young children.

This book offers a number of helpful survival strategies. One key tip she discusses is the importance of establishing clear parameters for yourself and others so as to eliminate confusion over roles, expectations and needs. In 25 years of early childhood development work, we've witnessed a growing understanding of the

“Well done! As a recovering corporate executive turned home office parent, this book couldn't have come at a better time. Everything Jennifer Kalita writes is dead on. I felt like maybe she'd been to my house.

Many of us turn to entrepreneurship to have more freedom and balance, only to find ourselves out of control and spending less quality time with our families. To feel torn between being a great parent and a successful business person is common. Thankfully, Jennifer delivers a book that we can relate to, reminds us that we have choices, and provides techniques and tools to make it all possible. She reminds us that we can have it all, but not all at once.

This book is also a quick read, so you get the information you need in a very concise format.”

Shay Pausa, Creator & Host
ChiKii Woman to Woman™
www.chikii.com