

mom **gets a life**

Patty Lennon
CEO & Founder, Mom Gets A Life

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My name is Patty Lennon. I'm an advocate, speaker, coach, magician, writer, (over)thinker and mother. I get high off of helping women get unstuck. I like to work with people who want to uncover their superpowers, get happy and make money. I'm passionate about healing motherhood on a global level.

Background

I fell into a corporate banking career that I grew to love. My career granted me the privilege of traveling with an expense account and giving people money – who wouldn't love that?

When I left banking to become a coach it was for one reason – coaching was the thing I couldn't not do.

I fell in love with my husband on the day we met and we've been together ever since. 12 years and counting. Our two children are gifts in the purest sense. I become better each day because they are part of my world.

Why I do What I do

After I became a mom I lost what felt like some of the best parts of me. By the time my second child was about 6 months old I realized something was very wrong.

It hurt that so many other women seemed to do this job “mom” better than me. My kids deserved the best and yet the harder I pursued “supermom” the angrier and more frustrated I became. I thought there was something wrong with me.

I eventually realized that there wasn't something wrong with me. There was something wrong with the job description of “mom.” I rewrote that job description for myself and that act transformed my life.

I now help women rewrite their mom job description. Together we remove words like “martyr”, “saint” and “perfect”. We always add in “sleep”, “self care” and “vacation time.”

We talk about the connection between wealth and self-respect.

Many women today are exhausted as a soul level. I used to be. It comes from years of telling ourselves “Do more” and “not good enough.” Helping women rest and replenish at the soul level is an integral part of this work.

No woman is THE supermom. Every woman is a SUPER MOM. We deserve to be honored as such. The fact that our world promotes some version of “mom” that discounts our humanity is heartbreaking.

Credentials and Other Stuff You Might Care About

Persistent learning rocks! I received a Masters in Counseling from Pace University. I trained with Martha Beck, a truly inspiring coach that carries her own mission of healing.

I pay people to help me grow as a person and business owner. It keeps the money karma flowing in the right direction and is just plain efficient. I'm grateful to all my teachers.

I believe in deliberate creation aka Law of Attraction.

I am deeply spiritual and snarky at the same time.

I believe we all have access to vast amounts of Universal power but many simply do not know how to use this power. I like to learn from people who do and work with those that want to know. If this sounds good to you then lets connect.



FOR IMMEDIATE RELEASE

Local Entrepreneur Available for Media Interviews During Election Season

Patty Lennon is Expert in Working Moms and Women's Equality

October 26th, 2012 – Danbury, CT – Local entrepreneur Patty Lennon knows how important this election is for women everywhere and is available for media interviews as a guest expert on working moms. Some of the biggest issues in the upcoming election, like the economy and healthcare, have a significant impact on women in particular and have resulted in increased courting of women by both candidates in recent weeks.

“Small businesses create jobs and stimulate the economy. And for a mom, growing a business alongside her children creates financial security, prosperity and freedom,” says Patty, who enjoyed a successful corporate career before starting her own company.

In 2010, Patty Lennon launched Mom Gets A Life, a multi-media company focused on enhancing the financial power of mothers and helping women move themselves up on their priority lists.

She has now spoken with hundreds of women and has found that the top concern that moms face is how to create income and still be the kind of moms they set out to be.

Patty feels that, for many women, entrepreneurship is the solution so she is launching the first Mom Gets a Business Conference in New York City on April 26, 2013 where she will show 200 women how to create a scalable business with low to no start-up costs based on their unique skill set.

On October 11th she launched a crowdfunding campaign through the international IndieGoGo platform and has already raised 70% toward her goal of raising \$6,244 in the first phase to cover production costs.

Ms. Lennon is available for TV, print and radio interviews. For details on Ms. Lennon's mission and conference, please visit <http://igg.me/p/230424?a=1607800>.

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FOR IMMEDIATE RELEASE

Local Entrepreneur Uses International Crowdfunding Platform to Make Moms' Dreams Come True

October 16, 2012 – Danbury, CT – A local entrepreneur has so far raised almost \$4,000 through an international crowdfunding platform toward her goal of producing a conference for moms who are looking to create a more flexible lifestyle.

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Events like these take start-up capital and Patty feels strongly that if she were to pass on this cost through the ticket price, most women who need to attend would not be able to afford the ticket. So she launched a crowdfunding campaign through the international IndieGoGo platform on October 11th and is already more than halfway toward her goal of raising \$6,244 in the first phase to cover production costs.

Indiegogo is an international crowdfunding platform where people who want to raise money can create fundraising campaigns to tell their story and get the word out.

Depending on the donation amount, supporters help fund scholarships as well as receive access to discounted conference tickets, exclusive coaching sessions with Patty and more.

For details on the campaign, conference and donor perks, please visit <http://igg.me/p/230424?a=1607800>.

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NEWS

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Local mom, entrepreneur wins national grant

(Brookfield, CT) A local mom and new business owner won the 2011 “Women Entrepreneurs Rock the World” grant, sponsored by Savor the Success, a national business networking group for women.

Patty Lennon, CEO and founder of Mom Gets a Life, won the \$2,500 grant with a two-minute video describing how connecting with other members led her to the resources and information she needed the most. She also offered encouraging words for other women trying to maintain a positive outlook through business ups and downs. (The video is available at <http://www.youtube.com/watch?v=pPTpi5oNJmg>.)

The grant was created based on Savor the Success’ founder, Angela Jia Kim’s philosophy that whenever a business woman brings revenue into the company, she should always take a portion of the income to create more revenue. Lennon was chosen out of 50 applicants and five finalists.

"I feel both honored and humbled to be the recipient of the Women Entrepreneurs Rock the World 2011 Grant. Nominees were required to demonstrate an ability to generate revenue while also showing a consistent focus on giving back in the form of volunteerism, charity and economic development," Lennon said. "It has always been my focus that our growth benefit the greater community."

One of the ways Lennon gives back through Mom Gets a Life is by offering a free telePARTY, a series of phone conversations with professional “mom experts” discussing the strategies that helped each speaker redefine motherhood for not only herself, but her clients and readers also. Each participant can expect to walk away from calls with a renewed sense of hope for what is possible in her own life - and a realization that she is not alone.

“Receiving this grant will enable me to further my mission to help every mom fall as deeply in love with her own life as she is with her children," Lennon said.

#mgal#

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Local mom fights terrorism with hope

(Brookfield, CT) A local mom and entrepreneur is fighting terrorism - by giving hope and support to moms and their businesses in impoverished countries.

By donating a portion of her monthly membership dues to Kiva.org, Patty Lennon, founder and owner of Mom Gets a Life, helps moms everywhere take steps toward financial independence and the power to dream for herself and for her children.

“When a mother hopes and dreams, it is easier for a child to see all the future possibilities that are available. And when a child is raised with hopes and dreams and a life filled with possibilities, terrorism is no longer that child’s best option,” Lennon explained.

Kiva.org is a non-profit organization with a mission to connect people through lending to alleviate poverty. By leveraging the Internet and a worldwide network of micro-finance institutions, Kiva lets individuals and teams lend as little as \$25 to help create opportunity around the world.

In addition to her monthly donation to Kiva.org, Lennon also helps all women gain access to essential personal and professional resources through her daily work. Mom Gets a Life often features free phone conferences with professional “mom experts” who help them to restore balance and find renewed energy and enthusiasm for life.

"As the ten-year anniversary of 9/11 approaches, I'm even more committed to my mission to help mothers in impoverished nations," Lennon said. "I truly believe that love and hope are the greatest weapons moms have; they give the power to combat terrorism and create a world where all mothers feel good about the future of their children."

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Local business makes holiday magic for moms

(Brookfield, CT) This holiday season, a local business owner is giving the holiday rush a makeover.

Through her Holiday Magic for Moms event, Patty Lennon, CEO and founder of Mom Gets a Life aims to give moms the tools they need to relax more, stress less - and to really feel the holiday spirit instead of just creating it for their loved ones. Her starting point: chocolate, wine and great company.

“Let’s face it: once you become a mom, your focus during the holidays shifts to your children,” Lennon said. “There are toys to buy, pictures to take with Santa, cards to address and parties to host. But in all that hustle and bustle it is easy to miss the moments that create magic for YOU!”

The event will be held from 7:00 - 9:00 PM on Wednesday, December 14th at Anderson Hall, a historic cottage in Danbury. Lennon will share the insight she has gained over the last three years and hopes to inspire her guests redefine and map out their own holiday happiness. Her goal is to help moms go from asking, “Is it over yet?” to saying, “That was the best holiday ever!” - and mean it.

“Holidays can be full of rushing, coming and going and do, do, doing!” Lennon said. “My hope is for every mom to take some time to relax, slow down, sip a glass of wine and - put herself at the top of her holiday to-do list!”

Tickets to Holiday Magic for Moms are \$35 each - and include wine in “big girl” cups. For more information, please visit www.momgetsalife.com.

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*relax * enjoy * celebrate*



Holiday Magic for Moms!

Are you a MOM in need of some "Me Time"?

Let's face it. There is the warm, cozy version of the holidays we believe in until we are smack dab in the middle of the season and suddenly we are frazzled, frustrated and ready for a long nap.

Think about last year. Did it live up to your biggest wishes for yourself and your family?

Well this year is going to be different!

Join Patty, National Mom Expert and Advocate of "Mom Me-Time", for this special event as she plies you with chocolate, wine, candlelight and all the tricks and tips you need to make this holiday season the kind you dream about. (in a good way!)

Wednesday, December 14th

7:00 pm - 9:00 pm

Anderson Hall, 43 Main Street, Danbury

For more details and to purchase tickets, visit
www.mongetsalife.com/holiday-magic-for-moms

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Local mom shares the secret to happy holiday shopping

(Brookfield, CT) Putting the happy back into holiday shopping is at the top of one mom's to-do list this season - and it begins with supporting her local retailers. Just in time for Small Business Saturday on Saturday, November 26th, Mom Gets a Life CEO and founder Patty Lennon explains how shopping locally can make the experience a little less stressful and a lot more rewarding.

"Moms do so much to make the holidays great," Lennon said. "In the process of doing this, you can sustain yourself by shopping at places that care about you and want to make your life easier."

While supporting the local economy is an inspiring idea, Lennon recommends seeking out certain qualities in small businesses before making them "go-to" destinations. For example: an immediate feeling of welcome, positive energy and a comfortable atmosphere.

"Not every local retailer deserves the honor of being one of your go-to places to shop for gifts, but if you find just the right ones, it can enhance the holiday season in so many ways," Lennon said.

Lennon shares her own top five local vendors on her website - and offers advice that her followers all over the country can follow to establish their own "top five" shops. To learn more about Lennon's her favorite retailers in the Brookfield/Danbury area - and more about happy shopping all year round - at <http://www.momgetsalife.com/give-yourself-the-gift-of-happy-giving/>.

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Local mom's business featured in Fox News CT

(Brookfield, CT) Having children and a life of her own may seem like a dream for most women, but fellow mom and life coach Patty Lennon believes that making this a reality is the key to happiness - and to happy families. But it was not always this way: Lennon and her web-based business, Mom Gets a Life, share her story in Fox CT's "Mommy Minute" segment.

In the news clip, Lennon describes the "dance" between a mother's needs and her children's needs - and that balance is, in fact, possible. She speaks from personal experience about the demands of motherhood - and how even women who feel settled and happy can end up feeling displaced. A few years ago, she was the vice president of a bank - with two babies.

"I didn't recognize my life," Lennon said. "I used to be this happy person that jumped out of bed and was so excited about everything that was coming my way. And suddenly, that's not what my life looked like anymore."

Inspired by her own quest for reinvention, Lennon quit her job and started Mom Gets a Life to help other moms find the path that works for them: whether it is staying at home with the children, a corporate job or something in between.

"What makes me happy looks very different than what makes you happy," Lennon said.

In addition to happiness, and satisfaction, Lennon explained that women are also setting an example for their children by the decisions they make for themselves.

"We teach our kids how to be adults based on how we treat ourselves," Lennon said.

To see the Mom Gets a Life feature, click here:

<http://www.ctnow.com/videogallery/66363069/News/Mommy-Minute:-Putting-Yourself-First-11/28>

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Transformation 2012



You Are Invited! Transformation 2012 Hibernation Retreat

Hosted by
Patty Lennon, Life & Energy Coach
Colette White, Anusara Inspired Yoga Teacher & Chef

It is easy in this busy, fast paced little world of ours to discount the wisdom of hibernation. Powerful work is being done in this "non-active" state.

Patty and Colette have designed this one-day retreat to embrace wholly the hibernation energy nature encourages this time of year.

Our retreat includes powerful intention setting, an inside look at how very much you are accomplishing when it appears you are doing very little and guided visualization to facilitate this very process.

Thursday, February 16th
10:00 am - 2:00 pm
9 Wagon Wheel Road, Redding, CT

For more details and to purchase tickets, visit
www.gettingintheflow.com/hibernation-retreat